

Nariman El-Zein

Beirut, Lebanon
(961) 81 151 976
nariman.zeinn@gmail.com

■ Objective

An individual with a solid digital marketing background seeking a marketing specialist position

■ Education

Bachelor of Marketing and Business Administration- Lebanese International University
October 2020-January 2023

■ Experience

Marketing and PR Executive- Paradox Agency, Qatar
January 2023-Present

- Managing the company's social media platforms
- assisting with content creation for existing clients
- creating monthly/project-based PR campaigns and maintain media relations
- assisting videographers in identifying current digital trends for Reels creation

Digital Marketing Coordinator(Freelance)- Expartec, Lebanon
July 2022- Present

- Implementing digital marketing campaigns across social media channels to generate engagement and leads
- Creating monthly content calendars and digital planning for existing clients
- Tracking insights and monitoring campaigns performance

E-commerce Marketing Specialist -The Saffron Souk, UAE
November 2021-May 2022

- Implementing social media campaigns to align with marketing strategies
- Handling the online logistics of the company's clients
- Developing solid relationships with prospective B2B and B2C clients
- organizing the product display and description on the e-commerce website
- Working with internal teams to meet monthly KPIs

■ Internships

Digital Marketing Specialist Internship - Brighter Energy
February 2023-Present

- Creating weekly social media content through Canva
- Implementing social media Ads to generate leads and traffic and tracking their performance
- Providing monthly reports and discussing new strategies to enhance content and exposure

■ Additional Skills

- Proficiency in Photoshop and Canva
- High knowledge in Microsoft office (Word, PowerPoint, Excel)
- Time management and interpersonal skills
- Fluency in Arabic and English languages

■ References

All references are available upon request

