

Sara Younes

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Verdun, Beirut, Lebanon

EDUCATION

Lebanese University (LU), Bachelor's in Marketing Dec 2021 - Dec 2024
CGPA of 3.6/4.0

Bourj International College (BIC), Lebanese Baccalaureate Sep 2004 - Jun 2019
Diploma in Life Science

PROFESSIONAL EXPERIENCE

Freelancer, Marketing Specialist Jan 2025 - Present

- Developing engaging marketing content for various social media platforms.
- Crafting and evolving brand identities by defining brand strategies, positioning, and visual elements, ensuring alignment with target audiences and market trends.
- Developing and implementing content strategies that align with target audience preferences and client objectives.

Elscedres, Marketing Intern Sep 2024- Dec 2024

- Created and adapted engaging marketing content for various platforms, including social media, websites and promotional materials.
- Conducted marketing research to identify trends, target audiences, and growth opportunities.
- Played a key role in rebranding efforts, including creating brand guidelines and strategies.
- Designed and implemented content strategies to enhance brand visibility and engagement.
- Managed social media accounts for brands, ensuring consistent and impactful messaging.
- Reviewed and provided feedback on marketing materials to ensure quality and alignment with brand standards.
- Dealt directly with clients, preparing tailored proposals and maintaining strong relationships.
- Participated in client meetings and presentations to pitch ideas and discuss strategies.
- Contributed to a 40% increase in organic content engagement, driving overall growth in average views from 1.3K to 8.7K for a client account as part of a combined organic and paid strategy.

Maliks, Indoor Stationary Salesperson Jul 2023 - Sep 2023

- Faced and printed items on shelves.
- Received, counted and examined inventory from suppliers.
- Assisted customers in item selection.

Basic Outlet Stores, Sales Associate May 2021 - Jul 2021

- Assisted an average of 50 customers per day in item selection.
- Maintained an orderly and accurate presentation of products in store.
- Operated POS cash register accurately, handling an average of 20+ transactions per day.

SKILLS & PERSONAL

COMPUTER	Microsoft Office Applications, Social Media Knowledge
CERTIFICATES	Hubspot Social Media Marketing
LANGUAGES	ARABIC (Native) ENGLISH (Fluent)
OTHER	Communication Leadership Management Team Work Work Ethic