

JENNIFER EI HAIBY

Taalabaya, Lebanon • jennifer_haiby@hotmail.com • 79 147573 • www.linkdekin.com/in/jennifer_haiby/

OBJECTIVE

A highly motivated and innovative Lebanese University Marketing Communications graduate eager to leverage my creativity, digital marketing skills, and strong time management abilities in a dynamic and fast-paced environment. Looking to contribute to a forward-thinking organization that values fresh perspectives and embraces new ideas.

EDUCATION

- **Lebanese University- Faculty of Information**

Bachelor's Degree in Advertising and Marketing Communications **2020 -2023**

- **College Notre Dame de la Consolata - Tanail**

Lebanese Baccalaureate - Life Sciences (SV) **2020**

- **Certifications:** - Digital Marketing Course Certificate by Union of Translators **December 2023 - February 2024**
- Social Media Marketing Course Level 2 & 3 Certificate by DOT Leb **August 2024 – November 2024**
- Digital Marketing and Social Media Mastery Certificate by CIS College & Mercy Corps **November 2024 – January 2025**

WORK EXPERIENCE

SHAREKKNA ONLINE

Content Creator Intern

January 2025 - March 2025

- Researching and generating ideas for new content that aligns with the brand's goals and target audience.
- Produce high-quality content across various formats including blog posts, social media posts (Facebook, Instagram, Pinterest, Tiktok), email newsletters, etc.
- Conducting keyword research to optimize content for search engine and Implementing SEO best practices to improve content visibility and drive organic traffic.

PRIMO CAPITAL REAL ESTATE

Telesales Agent

July 2023 – September 2023

- Conducted outbound calls to potential client to promote real estate projects and relevant services offered by the company.
- Answered questions related to the project and engaged with prospective buyers or sellers to better understand their needs and preferences.
- Provided exceptional customer service by addressing inquiries and maintaining a professional rapport with clients.

MANAL MAGAZINE

Marketing intern

August 2022 – January 2023

- Created and managed content on various social media platforms, such as Facebook and Instagram.
- Supported the marketing team in the planning and execution of advertising campaigns.
- Analyzed the marketing data to assess campaign results and identify opportunities.

ADDITIONAL INFORMATION

- **IT Skills:** Microsoft Office, Adobe Photoshop, Illustrator, Premiere Pro, Canva and CapCut.
- **Languages:**
- Arabic – Native
- English – Fluent
- French–Fluent