

# Saly Sawan

Digital Marketer, Photographer, Digital Artist  
and Educator

Professionalism, Transparency, Respect



## CONTACT

- Location: Bordeaux, France
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## DIPLOMAS

- Started October 2023** | Masters in Digital Marketing & E-business  
INSEEC, Bordeaux, France
- 2023** | Certificate in Digital Marketing  
Amideast & Forward Mena
- 2023** | Professional Certificate  
Google Digital Marketing & E-commerce  
Coursera
- 2017** | Diploma in Photography  
Shaw Academy, Dublin, Ireland
- 2011 - 2015** | Masters in Biology

## TRAINING

- Business Manager
- Social media
- Graphic Design

## AWARDS

- 2020** | **Mentor Award**
  - Under the framework **Mercy Corps NGO**

## LANGUAGES

Arabic (mother language)

English (reading, writing, speaking)

Spanish (reading, writing, speaking)

French (reading, writing, speaking)

## REFERENCES

- Mr. Elie Sawan**  
[Info@sawansolarsystems.com](mailto:Info@sawansolarsystems.com)
- Mr. George Saliba**  
[George.saliba@teachforlebanon.org](mailto:George.saliba@teachforlebanon.org)

## PROFESSIONAL EXPERIENCE

### August 2019- 2023 | Social Media Manager Sawan Solar Systems, Lebanon

- Increased brand awareness.
- Creating and designing posts and stories.
- Creating and managing campaigns.

### January 2023-Present | Digital Creator Entrepreneur- @Surrealartbysaly

- Creating and designing digital artwork
- Storytelling
- Increasing brand awareness
- Creating and designing posts and stories
- Implementing pricing strategies.

### December 2021-February 2023 | Social Media & Marketing Specialist Freelance Citron Caviar

- Increased brand awareness.
- Creating and designing posts and stories.
- Implementing pricing strategies.
- Targeting the demographic data of the target audience.

### March 2022- October 2022 | Social Media Specialist – Part-time Botrys Sea Lounge

- Increased brand awareness.
- Created and designed posts and stories.
- Created campaigns in order to increase sales.
- Collaborated with local influencers.

### 2021-2022 | Educator NRC, Beirut, Lebanon

- Implemented qualitative educational support to the children benefiting from the educational programs.
- Prepared a file for each child to document the homework and activities.
- Submitted daily timesheet to the line manager.
- Identified and refer cases of children/beneficiaries who are identified to have any protection risks.

### 2019-2020 | Volunteer Mentor Mercy Corps, Tripoli, Lebanon

- Provided vulnerable women with mentorship support and advice on market opportunities and challenges.
- Helped my mentees in putting together a structural action plan including extensive research on their potential career options corresponding to their skills.
- Identified suitable markets and prepared my mentees through conducting mock interview sessions.

### 2019-2021 | Biology Teacher Teach for Lebanon (TFL NGO), Lebanon

- Visiting the community and supporting the critical cases.
- Arranging activities related to leadership and tolerance.

### 2018-2019 | Biology Laboratory Instructor & Social Media Specialist University of Balamand, Dubai, U.A.E

- Provided quality instruction in introductory level biology concepts and proper laboratory protocols.
- Contributed to the development, planning and implementation of a high quality curriculum
- Created Content and Increased brand awareness.**

### 2014-2018 | Biology Teacher / Math Teacher Al Mawakeb School, Dubai, U.A.E

- Supervised classrooms to ensure that all students are learning in a safe and productive environment.
- Delivered personalized instruction to each student by encouraging interactive learning.
- Planned and implemented educational, artistic and creative events.**

## PUBLICATIONS

- Sawan, S., Yaacoub, T., Hraoui-Bloquet, S., Sadek, R., Hleihel, W., Fajloun, Z., & Karam, M. (2017). Montivipera bornmuelleri venom selectively exhibits high cytotoxic effects on keratinocytes cancer cell lines. *Experimental and Toxicologic Pathology*, 69(4), 173-178.
- Book – Introduction to Photography (provided upon request)