

Lynn Fadi Harb

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Personal Summary:

Graduated with a BA in Media and Communication from the American University of Beirut, ranked 1st nationwide and 225th worldwide. Creative and dedicated individual with a passion for digital marketing and content creation. Skilled in writing captivating captions, designing advertisements, and analyzing insights to optimize strategies. Proven track record of success in internships, contributing to organizational growth and brand awareness. Seeking opportunities to leverage skills in a dynamic marketing environment.

Experience:

Marketing Intern

Mint Marketing Agency | Chouf Lebanon

January 2024 – March 2024

- Wrote captions for scheduled client posts on Instagram.
- Created campaigns for different clients (local and international).
- Reviewed and analyzed insights regularly and measured success (reach and conversion).

Content Creator Intern

961 | Beirut Lebanon

June 2023 – August 2023

- Scheduled posts for the Instagram page using Buffer.
- Created template for Reels/TikTok videos using Canva.
- Created engaging videos for the social media page and monitored success.
- Contacted people for exclusive interviews for news articles.
- Shared stories relevant to events happening.

Social Media Volunteer

Envirobeads | Dublin Ireland

November 2022 – October 2023

- Created content ideas for the Instagram page.
- Edited pictures to be posted on social media using Canva.
- Planned posts and increased engagement on the page.

Education:

BA in Media and Communication

American University of Beirut (AUB) | Lebanon

September 2019 – December 2023

- Relevant Coursework: Introduction to Media Studies, Communication Theory, Public Relations, Public Opinion, Media Law & Ethics, Gender and Communication, and Research Methods in Media Studies.

International General Certificate of Secondary Education (IGCSE)

Thamer International School (TIS) | Jeddah Saudi Arabia

June 2014 – June 2019

Certifications:

Google | Digital Marketing & E-commerce Professional Certificate (in progress)

- Course 1 Foundations of Digital Marketing and E-commerce
- Course 2 Attract and Engage Customers with Digital Marketing
- Course 3 From Likes to Leads: Interact with Customers Online
- Course 4 Think Outside the Inbox: Email Marketing

Skills:

Technical: Microsoft office, Canva, Adobe Premiere Pro, Final Cut Pro, Buffer, Hubspot, MailChimp, SPSS program.

Soft: Communication, adaptability, attention to detail, time management, quick learner, teamwork, problem solving, multitasking, SEO knowledge.

Hard: Social media marketing, email marketing, digital marketing, copywriting, editing.

Linguistic: Fluent in English, Arabic, and Turkish with basic knowledge in French.

Academic Projects:

PR Project (12/2022):

- Created a PR campaign to promote Lebanon during the FIFA World Cup.
- Did analysis on the destination and capabilities using PESTEL and SWOT analysis.
- Stated the goals of the campaign and key objectives through SMART criteria.
- Worked on the campaign strategy with roll-out plan.

Advertisement Project (05/2022):

- Created an advertisement campaign to promote gender development.
- Filmed a video including interviews with people.

Reality TV Project (05/2022):

- Created, filmed, and edited a reality TV show episode using Adobe Premiere Pro.
- Stated the rationale behind the show and target audience.

Extracurricular:

- Member of the Marketing, Concert, and Construction Teams of AUB Outdoors – 2023.
- Student at Vocadamy by Patrick Hatem – 2020 till Present.

Interests:

Traveling, singing, hiking, photography, and content creation.