



# Yara Zeidan

## DIGITAL MARKETING SPECIALIST

### WORK EXPERIENCE

#### MARKETING COORDINATOR

*EcomZ*

Dec 2022- Present

#### SEO TRAINEE

*EcomZ*

Jan 2022-Dec 2022

#### ASSISTANT PROJECT MANAGER

*ADEMCO Development and Management*

May 2019-Oct 2019

#### SALES AND PROMOTION

*Classy Agency*

Jun 2018-Oct 2018

#### WAITRESS

*hayda Lebanon*

May 2014-Nov 2017

### EDUCATION

- **AMERICAN UNIVERSITY OF BEIRUT**

*Business Administration concentrating  
in Marketing*

Aug 2019-Dec 2022

- **DHOUR EL CHOUER PUBLIC SECONDARY  
SCHOOL - Life Science**

2016-2019

### WORKSHOPS

- Leadership with USAID
- Communication With UWC at AUB
- Presentation and Effective Public Speaking Skills
- Digital Media Workshop
- Reflective Writing Practice Workshop
- Lebanese Public Administration Structure and Lebanon Taxation System Workshop
- Reflective E-Portfolio Workshop
- Entrepreneurship workshop
- conflict resolution with USAID

### VOLUNTEERING

- Volunteer at Dar Al Aytam
- Scouts member
- Support team during COVID-19 pandemic
- Educational Support for Teenagers in my village
- Local Committee Vice President of Marketing for AIESEC in Beirut
- Community Service project under the guidance of AUB and USAID entitled "Social Media Basics for business success" in collaboration with Dar Al Amal

📍 Hamra, Beirut

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### PROFILE

Experienced digital marketer and marketing coordinator with knowledge in SEO, content creation, digital ads, social media, data-driven campaigns, Google Analytics, email marketing and research industry developments.

### SKILLS

- **DIGITAL MARKETING**
- **CONTENT CREATION**
- **CUSTOMER SERVICE**
- **SEO/SEM**
- **CAMPAIGN EXECUTION**
- **SEARCH ADVERTISING**
- **DATA ANALYSIS**
- **E-COMMERCE**