

# Zeina Moukhalati

## Digital Marketing Graduate

✉ [zeina.mouk@hotmail.com](mailto:zeina.mouk@hotmail.com) ☎ +96170827117 📍 Beirut, Lebanon 📅 2nd January 2003 🇱🇧 Lebanese  
in [www.linkedin.com/in/zeina-moukhalati](https://www.linkedin.com/in/zeina-moukhalati)

### 👤 PROFILE

I am a diligent, creative, and proactive individual with a background as a makeup artist. I currently hold a bachelor's degree in Marketing with an emphasis in Digital Marketing. Eager to leverage a diverse skill set, including creativity and artistic insight, to excel in a challenging marketing role. A dedicated learner with a strong work ethic, seeking an opportunity to contribute a unique perspective to a dynamic team environment and take on new challenges in digital marketing and creative strategy.

Additionally, my experience as a tutor reflects my commitment to effective communication and education, further enhancing my ability to thrive in a collaborative work setting.

### 👜 PROFESSIONAL EXPERIENCE

#### **Omnicom Media Group Ltd. (MENA), Digital Marketing Internship**

July 2023 –

- **Social Media:** Creating content (captions, posts, ideas) for social media platforms.
- **Planning:** Sorting out tasks with a given approved budget and plan for the next few months and comparing the client to its competitor.
- **Paid Social:** Using Google Ads for tasks and mastering the platform.
- **Paid Search:** Conducting keyword research, optimizing ad campaigns, analyzing performance metrics, and implementing strategies to enhance the overall effectiveness of digital advertising efforts

September 2023  
Beirut, Lebanon

#### **Simple A tutoring firm, Freelance tutor**

November 2023 – present

- **Lesson Planning:** Customize plans, focus on key topics, and design interactive activities for individual student goals.
- **One-on-One Tutoring Sessions:** Provide tailored tutoring, address doubts, and give feedback, in-person or virtually.
- **Homework Assistance:** Aid with homework, review assignments, guide corrections, and promote good study habits.
- **Progress Monitoring and Supporting:** Track student progress, update parents, and collaborate with educators for a comprehensive approach.

Beirut, Lebanon

#### **Free Makeup Artist**

August 2016 – present

Providing home service makeup application  
Giving Makeup application courses

Beirut, Lebanon

#### **Assaad Hair Design Salon, Assistant Makeup Artist**

July 2021 – August 2021

- Provide Customer Service to clients
- Learn and Perform Makeup Artistry
- Organize And Keep Check of Makeup Supplies Cleanliness of the Environment
- Manage Appointments and Post-Customer Care.

Beirut, Lebanon

#### **MVision USA, Telemarketing Agent**

October 2020 –

- Engage With Foreign Clients
- Close Deals Between Represented Company
- Provide Client & Customer Service
- Collect and analyze data

December 2020  
Beirut, Lebanon

**Assaad Hair Design Salon, Assistant Makeup Artist with Justy H**

- Seamless execution of Makeup Artistry
- Manage Appointments
- Provide Customer Service - Post-Customer Care Photoshop and Video Editing
- Organize and keep track of makeup supplies

June 2019 – August 2019  
Beirut, Lebanon

 **EDUCATION**

**BS in Marketing with emphasis in Digital Marketing,  
American University of Science and Technology**

October 2020 –  
January 2024  
Beirut, Lebanon

**Undergrad ERASMUS+ Exchange student Program,  
IÉSEG — Université Catholique de Lille**

August 2022 – May 2023  
Lille, France

**Lebanese Baccalaureate, Makassed Khaled bin Al Waleed college**

September 2017 –  
June 2020  
Beirut, Lebanon

 **LANGUAGES**

|        |  |         |  |
|--------|--|---------|--|
| Arabic | <div><div></div><div></div><div></div><div></div><div></div></div> | English | <div><div></div><div></div><div></div><div></div><div></div></div> |
| French | <div><div></div><div></div><div></div><div></div><div></div></div> | Spanish | <div><div></div><div></div><div></div><div></div><div></div></div> |

 **SKILLS**

|                          |                                  |
|--------------------------|----------------------------------|
| Microsoft Office         | Critical Thinking                |
| Teamwork & Communication | Marketing Campaigns              |
| SEO & SEM                | Social Media & Content Marketing |
| Canva                    | Google Ads360                    |
| META Ads Manager         | Attention to Detail              |
| Paid Search Strategy     | Paid Media Strategy              |
| Marketing Analytics      |                                  |

 **CERTIFICATES**

- |   |   |   |
|---|---|---|
| • Google Ads Search Certification – Google Ads                            | • Measurement Certification – Google Ads                                | • Google Ads Video Certification – Google Ads Video                 |
| • Technical SEO course with Bastian Grimm — Semrush Academy Certification | • Semrush SER Toolkit Course – Semrush Academy Certificate              | • Mobile SEO Course with Greg Gifford – Semrush Academy Certificate |
| • Semrush Site Audit Course – Semrush Academy Certificate                 | • Semrush Content Marketing ToolkitCourse – Semrush Academy Certificate |   |