ZAHRAA MAKKI

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I am a Biomedical Science student at the Lebanese International University with a passion for content creation and a diverse skill set. My background includes volunteer experience with the Lebanese University Task Force, where I contributed to data management. My technical expertise, backed by a CISCO Networking Academy certificate, includes understanding computer systems and social media management. I have substantial experience in content creation, having worked as a content creator for a clothing store. Additionally, I create engaging content for various pages. I am fluent in Arabic, French, and English, and proficient in Microsoft Office applications.

MY SKILLS

- Content Creation and Social Media Management
- Microsoft Office Suite
- Data Management and Entry
- Creative Arts
- Multilingual Communication
- Effective Communication

EDUCATION

Bachelor in Biomedical Science | 2021 - Present
Lebanese international University - Lebanon

Baccalaureate in Life Science | 2005 - 2020
Lycée Des Arts & Haret-Hreik High School (last 3 years)

WORK EXPERIENCE

Freelance Content Creator   *Sep 2023 - Present*
Various Pages | Lebanon

- Created engaging videos **reviewing and unboxing products** in a **creative and unique manner**, highlighting the **benefits and luxury** of each item.
- Developed tailored content strategies for **Instagram, TikTok, and Facebook**, ensuring **maximum reach and engagement**.
- Achieved consistently **high engagement rates and positive audience feedback**, contributing to **increased product sales** for clients.
- **Collaborated with brands** to align content with their marketing goals and enhance their online presence.

Content Creator   *Sep 2023 – Present*
Solderie BOB | Lebanon

- **Managed and created content for all social media platforms**, significantly enhancing the shop's online presence.
- **Filmed daily videos** showcasing new arrivals, deals, and clothing items in a **creative, humorous, and luxurious manner**.
- **Developed and executed engaging content strategies** that increased customer engagement and boosted sales.
- **Utilized analytics to track the performance of posts and videos**, making data-driven adjustments to **improve reach and engagement**.
- Maintained **up-to-date knowledge of social media trends** and best practices to continually refine and enhance content.

Private French Tutor   *Oct 2020 - Present*
Lebanon

- Designed and delivered **personalized French lessons for children**, adapting teaching methods to suit **individual learning styles and levels**.
- Created engaging and interactive activities to foster a **positive learning environment** and **improve language proficiency**.

CERTIFICATE

CISCO Networking Academy Certificate

- Identified different types of **computer systems, internal components, and external devices**.
- Understood the **structure of directories in Microsoft Windows and managed files and folders using a text editor**.
- Gained a comprehensive understanding of **computer networks, browsing, internet searching, and email usage**.
- **Created and managed various types of social media accounts, including Facebook, LinkedIn, and YouTube**.
- Identified common problems and **implemented simple solutions for hardware, software, and networks**.

VOLUNTEER

Organization Committee Member   *2024*
The Lab Coat Ceremony | Lebanon

- **Assisted in planning and organizing** the Lab Coat Ceremony, ensuring smooth execution of the event.
- Coordinated with various stakeholders, including students, faculty, and staff, to **manage logistics and event details**.

Data Entry Volunteer   *2021*
Lebanese University Task Force | Lebanon

- **Entered data accurately and efficiently for the vaccination campaign**.
- Demonstrated **ability to work effectively under stress in a fast-paced environment**.
- **Received a certificate from the LUTF, signed by Dr. Hassan A. Salame, Head of the Rapid Crisis Response Team**.

HOBBIES

- Reading
- Drawing
- Painting

LANGUAGE

- Arab (Native)
- French (Fluent)
- English (Fluent)

REFERENCES

- Main Instagram Account: [Click Here](#)
- UGC Instagram Account: [Click Here](#)
- Portfolio: [Click Here](#)