Sara Naim

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Ambitious marketing student with expertise in consumer behavior, digital strategy, and AI-driven marketing. Experienced in applying neuromarketing insights, inbound techniques, and data-driven strategies to enhance brand growth and engagement. Seeking a dynamic role to apply innovative marketing approaches with maximum impact and efficiency.

Education

LEBANESE AMERICAN UNIVERSITY (LAU)
  Bachelors of Science in Business – Marketing
Expected Graduation: June 2026

2022 | Al Mustafa High School – Beirut
  Official Lebanese Baccalaureate in Life Science

Relevant Coursework: *Consumer Behavior, Digital Marketing, Neuromarketing.*

Certifications & Workshops

2025 | Inbound Marketing Certificate – HubSpot
Developed expertise in inbound marketing techniques to drive customer engagement and brand loyalty.

2025 | AI in Digital Marketing – LAU-ACE
Explored AI applications in marketing, enhancing skills in data-driven decision-making.

Projects

2025 | XnDoughs Digital Marketing Consulting
Conducted a digital audit and developed content, SEO, and engagement strategies to enhance XnDoughs' online presence and growth.

- Audited social media performance and competitor strategy to identify growth opportunities.
- Proposed content, platform, and SEO strategies to boost engagement and reach in Lebanon.

2024 | Alvin d'Or Marketing Strategy
Designed a data-driven marketing strategy for a cosmetics company, leveraging consumer insights to boost brand awareness.

- Analyzed target audience using segmentation and psychographic profiling.
- Conducted SWOT and competitor analysis against major local and global brands like Maybelline, Flormar, and L'Oréal.
- Developed strategic marketing solutions including AR try-ons, eco-packaging, and influencer campaigns.
- Designed a multi-channel plan to boost brand awareness and expand market share in Lebanon and the MENA region.

2024 | Red Bull Neuromarketing Analysis
Applied neuroscience principles to enhance Red Bull's branding and customer engagement.

- Evaluated Red Bull's use of social proof and neuromarketing to shape consumer behavior.
- Suggested content and sustainability tactics to strengthen brand engagement

Extracurricular Activities

2023-2024 | Member, Human Rights Club
Organized and participated in campus events raising awareness about Palestine-related issues, reaching over 150 students.

2023-2024 | Member, Social Work Club
Volunteered in the "Pinking Out" Breast Cancer Awareness Campaign, contributing to a 30% increase in event participation.

Skills

Languages: Arabic (Fluent), English (Fluent)
Technical Skills: Microsoft Office (Word, Excel, PowerPoint), Canva.
Soft Skills: Teamwork, Adaptability, Time Management, Networking, Problem-Solving, Decision-Making, Communication.