

# Sandra Yammine

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## Experience

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### Soistoilb / Account and Social media management 2023

- Developed and executed social media strategies to enhance brand visibility and engagement.
- Interacted with online communities and responded to inquiries, comments, and messages in a professional manner.
- Created compelling content that highlighted the unique features and versatility of a 4-in-1 makeup pen, driving increased brand awareness and consumer interest.

### Carrefour Head Office / Internship in Marketing and Social Media June-August 2024

- I developed and executed innovative social media strategies to enhance the company's online presence.
- Assisted in the planning and execution of influencer partnerships to amplify brand reach and credibility.
- Assisted in content creation, including graphics, captions, and posts for social media.
- Engaged with the online community by responding to comments and messages, fostering positive customer relationships.

### Marketeers / Internship in Marketing and Social Media January-February 2025

- Content Creation: Assisting in brainstorming, drafting, and refining creative content for different platforms to enhance client engagement.
- Video Editing: Editing and optimizing video content to align with brand identity and client requirements.
- Photoshoot Management: Overseeing photoshoots, selecting high-quality images, and ensuring the best visuals for marketing campaigns.
- Graphic Design Input: Providing valuable insights into graphic posts, enhancing the visual appeal of campaigns.
- Client Relations: Attending meetings, interacting with clients, and contributing to building strong professional relationships.
- Project Coordination: Supporting the planning and execution of marketing campaigns, ensuring smooth workflow and timely delivery.

## Education

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### Antonine University September 2022 - May2025

Major: Business | Minor: Marketing and Management

### Certificates

- Professional training in accounting, Taxation and NSSF (accomplished level 1).
- Summer internship within the marketing department at carrefour Lebanon.
- PWC mentee

## **Skills & abilities**

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Skilled in Excel, PowerPoint, and Word, editing (Cap cut, Canva), creativity, problem solving

## **Languages**

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Fluent in: Arabic, English, French.