



Zeinab Farhat

Nationality: Lebanese **Date of birth:** 28/05/2003 **Gender:** Female

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ABOUT ME

I am a creative and resourceful individual with strong English language skills, demonstrated through my experience teaching English to children. I adapt quickly to new environments and enjoy bringing fresh ideas and solutions to any challenge. With a solid background in advertising, communication, and digital tools, I have a passion for turning ideas into meaningful results. My experiences in volunteering and teamwork highlight my ability to connect with others, lead effectively, and achieve excellence in any setting.

WORK EXPERIENCE

Freelance Digital Marketing

[2023 – Current]

City: remote

Designed and created engaging social media posters and graphics tailored to client branding and messaging. Developed social media strategies to enhance brand visibility and foster audience engagement. Produced visually appealing digital content, including advertisements and promotional videos, to highlight client offerings. Conducted market research and audience analysis to ensure targeted and effective messaging.

Product marketing manager

Resinify Technology [2024 – 2024]

City: Remote/ Detroit, Michigan | **Country:** United States

Designed and developed product packaging, brochures, catalogues, business cards, and the company logo, ensuring cohesive branding across all materials. Created a professional color palette to establish a strong and recognizable brand identity. Developed and executed media plans tailored to company objectives and target audiences. Designed and managed email marketing campaigns to boost customer engagement and drive sales.

Fellow English Teacher

Teach For Lebanon Organization [10/2024 – Current]

City: beirut | **Country:** Lebanon

Taught English to elementary students, fostering a supportive and engaging learning environment. Collaborated with local communities to understand and address educational challenges, aligning with Teach For All's mission. Developed and implemented lesson plans that promoted critical thinking and creativity among students. Participated in professional development sessions to enhance teaching strategies and leadership skills. Contributed to initiatives aimed at improving educational outcomes and expanding opportunities for all children.

EDUCATION AND TRAINING

Bachelor's Degree in Advertising

Lebanese International University [2020 – 2024]

City: Beirut | Country: Lebanon | Website: www.liu.edu.lb | Final grade: GPA: 3.33 | Level in EQF: EQF level 6

Digital Literacy Program Training

META [01/2023 – 03/2023]

City: Baalback | Country: Lebanon | Website: www.meta.com | Level in EQF: EQF level 5

Social Media Marketing Training

UNICEF GIL Program (Generation Innovation Leaders) [11/2022 – 02/2023]

City: Baalback | Country: Lebanon | Website: www.unicef.org | Level in EQF: EQF level 5

Photography and Reporting Workshop

UNESCO in collaboration with NBN [04/2023]

City: Chtaura | Country: Lebanon | Website: www.unesco.org | Level in EQF: EQF level 5

Summer Institute Fellowship Training

Teach For Lebanon [06/2024 – 07/2024]

City: jbeil | Country: Lebanon | Website: www.teachforlebanon.org | Level in EQF: EQF level 6

Design Thinking Training

Michael Daher Foundation [09/2024]

Level in EQF: EQF level 4

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING C1 READING C1 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

COMMUNICATION AND INTERPERSONAL SKILLS

Adaptable Communication

Collaboration

MANAGEMENT AND LEADERSHIP SKILLS

Project Management

Team Leadership

Strategic Planning

Classroom Management

Problem-Solving

DIGITAL SKILLS

Microsoft Word / Zoom / Microsoft Powerpoint / Google Docs / Social Media / Adobe Photoshop, illustrator, AI

VOLUNTEERING

[2022 – Current] Lebanon

IAYSP Lebanon (International Association of Youth and Students for Peace)

Organized events and participated in team projects, enhancing my leadership and collaboration skills.

[2022 – 2024] Lebanon

Education Club and Communication Arts Club Member Lebanese International University

Assisted in planning and executing club activities, honing my project management and coordination skills.

REFERENCES

available upon request.