

Diala Ezzeddine Abou Zahr
Digital Marketing Specialist | Content Creator | Marketing Research

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Marketing and advertising graduate with practical experience in digital content creation, social media, and marketing research through internships, university projects, and volunteering work. Passionate about growing brands online and eager to bring creative ideas and a strong work ethic to a marketing team.

EDUCATION

Bachelor's Degree (BBA) in Marketing and Advertising

January 2023 – December 2024

- Rafik Hariri University – Mechref, Damour Lebanon
- GPA: 3.85
- Honors: President's Honor's List

Courses in Food Science and Technology

January 2021 – August 2022

- Lebanese International University – Saida, Lebanon
- GPA: 3.86
- Distinction

Lebanese Baccalaureate in Life Science

September 2017 – June 2020

- Houssam Eddinne Hariri High School– Saida, Lebanon

Professional Experience

Content Creator Intern, World of Business Agency – Lebanon, Saudi Arabia & Egypt

February 2025 – March 2025

- Developed compelling digital content, including written, visual, and multimedia assets tailored to target audiences.
- Conducted market research to create engaging and relevant materials aligned with industry trends.
- Planned, scheduled, and executed content across various social media channels, enhancing engagement and brand presence.
- Ensured all content adheres to brand guidelines and marketing objectives.

Money transfer and customer service, Free Cell Saida- Lebanon

June 2022- July 2023

- Managed OMT money transfer services with accuracy and efficiency.
- Provided excellent financial transaction processing, resolving inquiries in-store and via phone with a 95% satisfaction rate.
- Maintained customer satisfaction through proactive problem-solving.

Data Entry Volunteer, Ahlouna NGO- Lebanon

April 2022- May 2022

- Accurately performed data entry tasks for Ramadan initiatives, ensuring timely and precise data management.
- Assisted in administrative tasks to support organizational efforts.

Research and Project Experience

Technology Retail Industry in South Lebanon and Maintaining Competitive Advantage

February 2024 – April 2024

- Designed a targeted survey and led data collection for 170+ responses
- Conducted SPSS analysis and used Excel to identify key marketing insights from primary research.
- Presented research findings to professors and peers.
- Collaborated closely with team members and supervising professor to meet project deadlines

Activities and Volunteer Work

Volunteer at Rotaract Club of Saida

March 2022 – Present

- Committee Leader and head of the Headhunting Committee for events such as "Santa's Park" and "Saidewe Oh".
- Organized and coordinated community events to drive engagement and social impact.

Participated in Malia Group Cosmaline CampusCraze Competition

SKILLS

Technical Skills

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Skilled in social media (Meta ads)
- Familiar with marketing and advertising tools.
- Marketing research
- Marketing campaigns and strategies
- Content Creation

Soft Skills

- Efficient in time management and task prioritization skills.
- Excellent communication and collaboration skills to work effectively within a team.
- Familiar with other computer skills such as Microsoft Office, Windows, and Apple Computers.
- Problem-solving and active listening skills.

ADDITIONAL INFORMATION

Languages

- English
- Arabic

Certifications

- Meta Ads Certification