

# HIBA TARHINI

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## PROFILE

Motivated and creative Digital Marketing student at USAL University with a strong passion for social media strategy, consumer behavior, and digital trends. Eager to build a career in marketing through hands-on experiences, internships, and practical projects. Known for fast learning, strong communication, and creative thinking.

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## EDUCATION

### Bachelor's Degree in Digital Marketing

*University of Sciences and Arts in Lebanon (USAL)*

Oct 2024 – Present

*Key Courses:* Social Media Marketing, Consumer Behavior, Digital Advertising, SEO & Analytics

### High School Diploma

*Al Batoul High School* — June 2023

Economics & Sociology track

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## SKILLS

- Social Media Basics (Instagram, TikTok, Facebook)
- Content Creation & Canva Design
- Presentation & Public Speaking
- Google Analytics (Basic Knowledge)
- Microsoft Office (Word, Excel, PowerPoint)
- Research Reading & Analysis (Advanced English Level Course)
- Strong Soft Skills & Team Collaboration
- Problem Solving & Adaptability
- Fast Learner & Curious Thinker

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## LANGUAGES

- **Arabic:** Native
- **English:** Intermediate (Completed 5 Levels – Final focused on research analysis)

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## INTERESTS

- Journaling for creativity and self-expression
- Video and logo design for visual storytelling
- Passionate about web design and upcoming digital trends