



[linkedin.com/Abir Zaiter](https://www.linkedin.com/Abir Zaiter)

OBJECTIVE

Motivated and detail-oriented marketing with a foundation in market research, consumer behavior analysis, and innovative problem-solving. Proven experience in developing projects about marketing that enhance customer engagement, simplify shopping experiences, and promote brand growth. Skilled in leveraging data-driven insights and creative strategies to achieve business objectives. Eager to enhance expertise in marketing through hands-on training and mentorship in a dynamic environment.

PROJECTS

Bokja Insights

- A project focused on studying consumer preferences, enhancing product offerings, and introducing innovative ideas to improve the shopping experience at Bokja

StyleHub

- A multi-brand clothing application that simplifies shopping by bringing various clothing brands into one platform for a seamless and convenient consumer experience

BizGrow

- An online platform offering comprehensive business courses with certifications and a pathway to employment, connecting learners directly to companies seeking qualified professionals

Home Craft

- A website that allows users to browse, buy, or rent houses while customizing features and designs online. Users can tailor their future homes remotely, paying half the cost upfront for requested modifications

RELEVANT SKILLS

- Tools: Google Analytics, Canva, Microsoft Office Suite, Tableau
- UI, UX: Figma
- Analytics: Data interpretation and reporting
- Market Research & Consumer Behavior Analysis
- Digital Marketing & Brand Strategy
- E-commerce & Multi-Brand Platform Management
- Learning Management Systems (LMS) Development
- User Experience (UX) Design
- Innovation & Problem Solving
- Client Engagement & Relationship Management
- Team Collaboration

EDUCATIONAL HISTORY

BACHELOR IN DIGITAL MARKETING USAI (university of science and art in lebanon)

2022 - 2025

INTERESTS

- Exploring innovative marketing trends and technologies
- Developing creative campaigns to enhance consumer experiences
- Participating in workshops and training for professional growth