Amani Merhi

Digital Marketing Specialist

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PERSONAL PROFILE

Computer Science graduate with hands-on digital marketing experience through internships at EGC and JustaLab. Experienced in executing content strategies, managing social media platforms, running targeted ad campaigns, and optimizing content through SEO. Combines technical expertise with creative marketing strategy to build high-impact marketing campaigns that drive audience engagement and deliver measurable results.

PROFESSIONAL EXPERIENCE

Digital Marketing Internship　　　　　　　　　　　　　　　　07/2024 – 02/2025
JustaLab
- Developed and executed content strategies for blogs, websites, and social media platforms to enhance brand visibility and audience engagement.
- Created short-form video scripts and posts aligned with the brand's voice.
- Designed and managed a structured content calendar, optimizing post scheduling, audience interaction, and platform performance.
- Analyzed campaign performance metrics and delivered reports with data-driven recommendations to improve reach.
- Conducted market and competitor research, contributing insights to product analysis and marketing decision-making.

Digital Marketing Internship　　　　　　　　　　　　　　　　07/2021 – 08/2021
Engineering Group Contractors
- Developed engaging and on-brand content for digital platforms, including blog posts, articles, and visual assets tailored for social media audiences.
- Scheduled and monitored posts to optimize audience reach and engagement.
- Conducted keyword research and implemented SEO strategies to enhance website visibility.
- Assisted in managing digital ad campaigns across Google Ads.

EDUCATION

Beirut Arab University　　　　　　　　　　　　　　　　　　　2022 – 2025
Bachelor's Degree in Computer Science　　　　　　　　　　Beirut, Lebanon
　GPA: 3.99

SKILLS

Content Strategy and Creation, Social Media Management, SEO and Keyword Optimization, Campaign Planning and Execution, Performance Analytics, Market and Competitor Research, Digital Advertising (Google Ads), Google Analytics, Notion, and Canva

LANGUAGES

English — Fluent　　　　　　　　　　　　　　　**Arabic** — Native/Bilingual

French — Proficient