

ZEINAB KINYAR

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PROFESSIONAL SUMMARY

Second-year Marketing student passionate about real-world business strategy and digital communication. Strong foundation in e-marketing, HR, public relations, and management. Skilled at content creation, teamwork, and organization. Tech-savvy with hands-on experience in Canva, Microsoft Office, and Excel.

EDUCATION

Bachelor's in Marketing

2023 - 2026

Lebanese University, Beirut, Lebanon

Relevant Courses: Marketing, E-Marketing, Human Resources, Management, Public Relations, Communication

KEY SKILLS

- Social Media Management (Instagram, TikTok, YouTube)
- Content Creation & Design (Canva)
- Communication & Team Collaboration
- Microsoft Office (Word, Excel, PowerPoint)
- CRM Familiarity (basic knowledge, quick learner)
- Research & Data Entry
- Bilingual: Arabic & English

PROJECTS & EXPERIENCE

Team Collaboration Projects

Academic

Lebanese University

- Developed comprehensive marketing plans with team members in class projects, simulating real-world campaigns
- Presented findings and strategies in English to diverse audiences, demonstrating strong communication skills

Market Research Project

Academic

Lebanese University

- Conducted SWOT analysis on regional companies as part of coursework
- Compiled research results into professional presentations using PowerPoint and Excel

INTERESTS

Digital marketing, fintech innovation, AI tools, content strategy, community engagement