


# RAWAN FARHAT

*Digital Marketer*

## CONTACT

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 Achrafieh, Beirut

## EDUCATION

### University

American University Of Science & Technology

B.A Digital Marketing- Expected 2026

## AWARDS & CERTIFICATIONS

- Generative AI for Everyone
- Digital Marketing E-commerce
- Customer Support Build a Chatbot with Voiceflow: E-commerce Customer Service
- Michigan English Exam

## SKILLS

- Microsoft Office
- Canva
- Teamwork
- Creativity
- Adobe Photoshop
- CapCut

## PROFILE

Customer-focused digital marketing student with over 2 years of experience in customer service and 1 year in HR. Skilled in AI-driven tools and digital marketing strategies, with certifications in E commerce Customer Support, Digital Marketing, and Chatbot Development for Customer Service. Proficient in advanced English with a strong commitment to enhancing customer experiences through innovative solutions.

## WORK EXPERIENCE

### Mvision , Lebanon

MARKETING INTERN  
2023-2024

- Working with the wider development team.
- Manage website design, content, and SEO Marketing, Branding and Logo Design
- Monitored and maintained key performance indicators (KPIs) across digital marketing activities, ensuring alignment with organizational goals and reporting progress to management.

### Medicare USA

CUSTOMER SERVICE SPECIALIST  
2021-2023

- Provided exceptional support to customers, achieving high satisfaction ratings and resolving issues effectively.
- Developed strong communication and interpersonal skills, enhancing customer loyalty and retention.
- Collaborated with cross-functional teams to streamline customer service processes

### Mirage , Lebanon

HR ASSISTANT  
2021-2023

- Assisted in recruitment processes, from resume screening to interview scheduling.
- Managed HR documentation and maintained accurate records for compliance.