

SIRINE AL AMMAR

+961 81 796 080 | sirinealamm@gmail.com | Beirut, Lebanon

PROFESSIONAL SUMMARY

Enthusiastic and articulate Digital Marketing student with a strong passion for public speaking, branding, and creative communication. Demonstrated leadership through university representation and entrepreneurial ventures. Known for delivering compelling presentations, creating personalized customer experiences, and building genuine connections. Seeking to bring energy, creativity, and a results-driven mindset to roles in marketing, communication, or student engagement.

EDUCATION

Bachelor's in Digital Marketing

University of Sciences and Arts in Lebanon (USAL), Beirut, Lebanon

September 2023 – Present | GPA: 3.0

Relevant Courses: Digital Design, Operations Management, Online Sales Management, Principles of Management

PROFESSIONAL EXPERIENCE

Student Ambassador & Orientation Facilitator

University of Sciences and Arts in Lebanon, Beirut

Feb 2025 – Present

- Represented the university in school outreach visits and orientation events.
- Delivered engaging presentations on academic programs, student life, and admissions.
- Built rapport with students and parents, enhancing university visibility and enrollment interest.
- Demonstrated confidence, empathy, and storytelling in public speaking roles.

Founder & Creative Lead

Beads_n_co, Beirut

Jan 2022 – Mar 2024

- Launched and managed an online handmade jewelry brand targeting youth and gift buyers.
- Handled end-to-end business operations: product design, branding, social media marketing, and customer care.
- Gained hands-on experience in e-commerce, visual content creation, and sales engagement.
- Built a loyal customer base through personalized service and consistent online presence.

Founder – Creative Gifting Project

Cyrine's Touch, Beirut

Dec 2023 – Jun 2024

- Created custom-designed jars containing motivational quotes and positive messages.
- Combined product personalization with emotional storytelling to boost sales and customer appreciation.
- Applied creativity and empathy to inspire and uplift through simple, thoughtful products.

CERTIFICATES & ACHIEVEMENTS

- **First Place** – Cultural Day Public Speaking Competition, USAL (2025)
- **Business & Marketing Member** – Vertex Business Club, USAL (2025)

SKILLS

- Public Speaking & Presentation
- Digital Communication & Marketing
- Leadership & Team Collaboration
- Customer Engagement & Empathy
- Creative Content Creation
- Time Management & Organization
- Adaptability & Problem-Solving

LANGUAGES

- **English:** Native
- **French:** Native
- **Arabic:** Fluent