

Farah EL Hibri

Beirut, Lebanon | (+961) 76952832 | Farah.elhibri@gmail.com | [Linkedin](#) |

Professional Summary

Marketing professional with a strong background in brand strategy, digital campaigns, and influencer outreach. Experienced in leading marketing initiatives across startups, university departments, and sales teams, with a focus on community engagement and creative storytelling. Passionate about brand storytelling, operational impact, and using tech-enabled insights to enhance user experience and market reach.

Education

American University of Beirut, Beirut, Lebanon

Aug. 2022 – May. 2025

Bachelor of Business Administration, Concentration in Marketing

Collège Protestant Français, Beirut, Lebanon

2021 – 2022

French Baccalaureate, **Specialization** in Mathematics, Economics, Sociology, and English Literature

Professional Experience

Marketing Intern, Feel22 Beirut, Lebanon

July.2025 – Present

- Created social media and email content using Canva, including assets for paid ads
- Managed and optimized Shopify product listings with SEO best practices
- Coordinated micro-influencer outreach, meetings, and campaign tracking
- Supported Instagram and TikTok campaigns, community engagement, and performance reporting

Sales Specialist, Schedex BDD, Beirut, Lebanon

Feb.2024 – Sep.2024

- Spearheaded innovative sales strategies, increasing lead generation by 70% and more than doubling client conversion rates.
- Achieved a 75% success rate in securing meetings through cold calling, significantly boosting sales opportunities.
- Proficient in using JIRA and CRM tools to track sales pipelines, manage tasks, and optimize workflows, while improving outreach efficiency through tracking email and call interactions.
- Designed and led train-the-trainer programs, enabling managers to confidently train their staff.
- Successfully built connections with industry-leading companies such as CO's, Unipod Hospitality, and Almaza Bay.

Founder & Business Owner Hiaa Skin- Scrubsandmore, Beirut, Lebanon

May 2019 – Present

- Monitoring customer relations and satisfaction while ensuring team training and performance.
- Managing photography projects, ensuring brand consistency and creative collaboration.
- Handling budgets, monitoring financial performance, and ensuring compliance.
- Creating and managing a social media calendar to ensure consistent and strategic content planning.

Private Tutoring, Beirut, Lebanon

May 2019 – July 2019

- Trained business owners to transition from physical storefronts to hybrid shops.
- Taught them how to leverage social media for marketing and online sales.
- Helped increase their sales by 45%.

Extracurricular Activities

Member of Concert Team at AUB Outdoors

Jan. 2022 – August. 2025

- Coordinated with artists and organized internal team logistics for performances and events.

Member Social Working Club

Jan. 2022 – August. 2025

- Volunteered in community initiatives and collaborated with the club to feature my skincare startup during a Mother's Day event through interactive live stations.

Member Marketing Association Club

Jan. 2024 – August. 2025

- Helped design promotional materials and organize major campus events, including coordinating with invited hosts.

Freelance Startup Pitch Consultant

Jan. 2025 – Present

- Helped 5 startups refine pitch decks, leading to increased investor engagement.
- Contributed to one startup securing a \$50K investment offer.
- Used strategic questioning to craft compelling storytelling for the pitch deck

Skills, Languages, & Others

Technical Skills: Canva Proficiency, TikTok, Capcut, Excel, PowerPoint, Event Planning, Event Marketing, Cold Calling

Soft Skills: Strong communication, adaptability, analytical thinking, decision-making under pressure, quick learner, patient and calm under stress.

Languages: Arabic (Native); English (Fluent); French (Fluent).