

Greetings,

I would like to apply for a position at your esteemed organization and become a part of your dynamic team.

Here is a brief on my background; I graduated with honors from the Lebanese American University; I have a BA in Business Management, and my total GPA is 3.36. I received two Honors, and I was placed 3 times on the Distinction list. I also took Psychology and Communication Arts courses to enhance my public communication skills. Furthermore, I studied Digital Marketing at Morgan International and became a Certified Digital Marketing Specialist via Digital Marketing Institute (DMI).

In addition to my academic accomplishments, I volunteered to help people in need through the United Nations Voluntary Program (UNVP). Among my professional achievements was when I joined a newly established magazine, called Shabab, in Libya. As a result of my hard work, dedication, and professional skills, the Editor in Chief decided to have me help him manage The Tripoli Post newspaper advertising department, along with the magazine.

My most inspiring job was at Qatar Tribune Newspaper, when I joined it in its infancy, and oversaw the newspaper's growth and success; I was working in a diversified culture and was honored to have met and worked with many great people. Moreover, when I joined Merck I had no solid background in pharmaceutical companies, however, through perseverance and dedication I managed to excel at my work. Most importantly, I was recognized by my colleagues for my motivation, willingness to grow, and problem-solving skills. A few years ago I was introduced to the tech startup community and became familiar with its challenging yet fascinating environment. I had the opportunity to work with two amazing startups, Nabta Health, and CraveHome.

I have strong interpersonal and communication skills, the ability to build and maintain relationships with partners and the team, I have strong organizational and time management skills, I can work under pressure and meet deadlines. My pre-existing skills, acquired and developed from working at different organizations and cultures, will make me a unique candidate, while simultaneously learning and developing new skills as well as focusing on my ongoing professional development.

Thank you for your time.

Warm Regards,

Huda Ebsim
Marketing & Communications Specialist
Beirut, Lebanon
hudaebbsim@gmail.com

Professional Summary

Multifaceted marketing and communications professional with over 10 years of experience across corporate, nonprofit, and startup sectors. Proven ability to lead digital marketing strategies, create compelling content, and manage projects from concept to completion. Adept at building cross-functional relationships, enhancing brand visibility, and communicating across cultures. I am fluent in English and Arabic.

Core Competencies

- Digital Marketing Strategy
 - Content Creation & Copywriting
 - Social Media Management
 - Project Coordination
 - Public Relations & Branding
 - Event Planning & Logistics
 - CRM & Data Analytics
 - Bilingual: English & Arabic
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Professional Experience

Communications & Project Coordinator

ArabNet – 2023

- Managed newsletters (MailChimp), website updates (Wix), and internal/external communications.
- Coordinated project timelines, deliverables, and event logistics.

Volunteer

Thaki – 2022

- Assisted with social media campaigns and content creation.
- Contributed to the development of the organization's annual impact report.

Copywriter & Marketing Strategist

I-MAD Technology – 2022

- Developed brand messaging, blog content, and website copy.
- Worked closely with leadership to refine digital marketing strategy.

Project Manager

SSM – 2021

- Led end-to-end marketing campaigns, budgeting, and reporting.
- Coordinated content production and cross-team collaboration.

Baker

CraveHome – 2018–2019

- Baked and photographed homemade products for branding and sales.

Digital Marketing Specialist

Nabta Health – 2018

- Led multi-channel digital campaigns and platform development.
- Managed content and analytics for social media and web presence.

Department Coordinator

Merck – 2014–2016

- Organized conferences and supported compliance and commercial teams.
- Managed logistics, vendor communication, and internal documentation.

Editor & Ad Manager

Tripoli Post & Shabab Magazine – 2012

- Managed advertising sales and editorial planning.

- Oversaw content creation and publication schedules.

Public Relations & Media Roles

Libyan Airlines, UNH, Qatar Tribune – 2006–2010

- Created press materials, managed public events, and liaised with media.
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Education

BA in Business Management

Lebanese American University

- Graduated with Honors
 - GPA: 3.36
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Certifications

- Certified Digital Marketing Specialist – DMI
 - Compliance Coordination – Merck
 - TEMPO+ Process Certification – Merck
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Technical Skills

- Microsoft Office | Google Workspace
 - SAP | Oracle
 - MailChimp | Wix
 - Social Media: Instagram, LinkedIn, Twitter, YouTube, Facebook
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Languages

- English – Fluent
- Arabic – Fluent