

Dina Sukkar

dsukkar37@gmail.com | +961 81806362 | Lebanon

EXPERIENCE

2025 8eme Fashion, The Beirut Edition

- Provided personalized styling consultations, helping clients curate looks that matched their individual tastes and needs.
- Coordinated fittings and fashion photoshoots, working with photographers and the sales team to ensure seamless production.
- Built strong client relationships by delivering memorable and aesthetic-driven fashion experiences.

2024 3Axess, Beirut, Lebanon

- Analyzed target audiences and learned to adapt creative direction to different consumer preferences.
- Gained experience in brand positioning and visual communication within a competitive market.
- Strengthened knowledge of driving audience engagement through visuals and content, transferable to fashion styling and presentation.

02/2023 Cards with Habibi, Beirut, Lebanon to present

- Directed creative video content with a strong emphasis on storytelling and visual aesthetics.
- Worked on aligning styling and set design with brand identity for cohesive, eye-catching outputs.
- Collaborated with content creators, photographers, and models to merge styling concepts with brand strategy.

2019-2020 Dana Saad Merch, Beirut, Lebanon

- Created and executed styling concepts that reflected the brand's fashion identity.
 - Coordinated wardrobe pieces, accessories, and props for professional photoshoots.
 - Partnered with photographers and models to bring fashion aesthetics to life in shoots and campaigns.
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EDUCATION

2019 Graduated from **The French School of Kuwait**

2019 – 2025 **Lebanese American University**, Beirut, Lebanon. Bachelor of Business Marketing, +2 years of experience in Fashion Design

Relevant coursework: Introduction to Marketing, Consumer Behavior, E-Marketing, Marketing Research, Marketing Strategy, Brand Management, Fashion Marketing, Fashion Design I, Pattern Making, Body in Fashion.

LEADERSHIP AND EXTRACURRICULARS

2022 **ESMOD Beirut:** Certificate in Fashion Business Course

2020 to 2022 **LAU Clubs:** Consulting Club – Enhanced problem-solving skills & gained experience in business strategy – Red Cross – Marketing event management Club

ADDITIONAL INFORMATION

Languages: Arabic (Native), English (Fluent), French (Fluent)

Interests and Hobbies: Boxing, Swimming, Dancing, Piano