

SUMMARY

Adventurous biochemistry graduate on an exciting journey to merge the worlds of science and digital marketing. My journey from biochemistry to digital marketing reflects my adaptability and commitment to continuous learning. Driven by a curiosity to explore innovative approaches, I am eager to contribute my diverse skill set to a forward-thinking team dedicated to achieving marketing excellence.

EDUCATION

Lebanese University

Bachelor's Degree in Biochemistry
2019 – 2024

LAU University

Digital marketing associate diploma
2023 – 2024

Simplilearn x Forward MENA

Digital marketing specialist
Jun-Oct 2024

SKILLS

- Strong organizational and time-management skills
- CRM
- Research
- Marketing strategies
- Detail-oriented
- Social media calendar
- Google Ads
- Sales skills
- SEO & SMO

CERTIFICATIONS

- Model of united nations
- Digital Marketing specialist
- NxL Youth Empowerment Program

LANGUAGES

- Arabic
- English
- French
- Italian

PROFESSIONAL EXPERIENCE

Operations Executive & HR

Asap Systems Dec 2025 - Present

- Proven ability to oversee daily operations and ensure efficient execution of processes.
- Reporting
- Experienced in managing end-to-end recruitment processes including job posting, CV screening, interviewing, and onboarding
- Managed daily HR operations

Marketing Intern

Holmed Apr 2024 - Aug 2024

- Prepare social media calendars for different brands.
- Assisted in developing and executing innovative marketing strategies.

Clinical research intern

Beesline Nov 2022 - May 2023

- Responsible for designing surveys, collecting data and doing statistical analysis utilizing advanced statistical software (Statview, SPSS) to draw meaningful conclusions from clinical trial outcomes to present a final report.

ART Teacher

Casa del puppet Sep 2021 - Feb 2022

- Create fun and educational art lessons tailored to kids' age and skill levels

Sales representative

Fattal Eastpack July 2019 - Oct 2020

- Proactively engaged customers to enhance product awareness and drive sales through effective and persuasive communication and product demonstrations.