



Zeinab Shehadeh Shehadeh

Digital Marketing / Administration & Human Resource Management

Address: Beirut, Lebanon | Phone: +961 70 573 481

Email: shehadehzeinab88@gmail.com | Nationality: Lebanese

LinkedIn: [Zeinab Shehadeh](#)

Summary

A dedicated and detail-oriented professional with an MBA in Human Resource Management and a Diploma in Digital Marketing & Graphic Design, bringing over 4 years of experience across HR, administration, recruitment, and digital marketing. Completed internships in insurance, consultancy, banking, medical, and innovation sectors, gaining hands-on expertise in HR operations, talent acquisition, performance management, and administrative processes.

Served as Administrative Assistant at Bounce Medical SAL (2019–2021), managing office operations, meetings, records, and reports. Worked as HR & Social Media Specialist at Aura-fit Personal Training Center (2022–2023), handling recruitment, onboarding, employee training, and social media content creation and engagement.

Completed a remote Digital Marketing Internship at CIS Innovation Hub and freelanced in graphic design and recruitment projects, delivering branding solutions and managing end-to-end hiring processes. Skilled at managing multiple projects, building strong relationships, and delivering creative, results-driven solutions in collaborative, growth-focused environments.

Experience

Digital Marketing Remote Internship – 03/2025 to 04/2025

CIS Innovation Hub, Lebanon

- Supported the development and execution of social media campaigns across platforms like Instagram, Facebook, and LinkedIn.
- Assisted in content creation including graphics, captions, and reels for promotional purposes using tools like Canva and basic Adobe Suite.
- Conducted keyword research and contributed to SEO efforts for blog and website content.
- Collaborated in email marketing initiatives by helping design templates and monitor campaign performance.
- Gained hands-on experience with basic analytics tools (e.g., Google Analytics, Meta Insights) to track campaign success and generate reports.

Administrative Internship – 03/2024 to 04/2024

Royal Insurance Company, Lebanon

- Managed insurance policies and reviewed insurance applications for accuracy, ensuring compliance with company standards.
- Prepared management and accounting documents, contributing to the efficient operation of the department.
- Checked emails and directed customer inquiries, providing prompt and courteous responses.
- Performed data entry tasks, accurately inputting customer details and policy information.
- Supported various administrative functions to maintain organized and efficient office operations.

Administrative – Human Resource Internship – 03/2023 to 05/2023

Etcetera-Educational Teaching Consultancy, Lebanon

- Utilized recruitment skills to source through CVs, conduct interviews, and enhance candidate experience.
- Reviewed and revised company policies to ensure they met current business needs and legal requirements.
- Handled administrative tasks such as scheduling, invoicing, collections, business and target planning, and aftersales services.
- Developed business development plans, including marketing strategies and setting growth and sales goals.
- Assisted in the planning and execution of various HR initiatives and projects to support organizational growth.

Human resources and Social Media Content Specialist – 01/2022 to 01/2023

Aura- fit Personal Training Center, Lebanon

- Assisted in recruitment processes
- Onboarding new employees, and maintaining employee records.
- Ensured compliance with labor regulations and facilitated employee training programs.
- Create and schedule engaging content (posts, stories, reels) across (Instagram, Facebook, etc.).
- Collaborate with trainers and members to capture gym life and promote classes or events.
- Respond to messages and comments, fostering an active online community.
- Monitor social media insights and analytics to improve engagement.

Administrative Assistant – 10/2019 to 12/2021

Bounce Medical SAL (Offshore), Lebanon

- Managed daily office operation and Administrative Tasks
- Coordinated meeting & appointments
- Maintained accurate records & documentation as well as bank reconciliations.
- Assisted in the preparation of reports and presentations

Customer Service & Teller Internship – 07/2019 to 09/2019

Bank Audi & BSL Bank Lebanon

- Developed and sustained long-term customer relationships through excellent service and support.
- Processed customer orders by filling out new account applications accurately and efficiently.
- Provided detailed instructions to clients, ensuring they understood the bank's services and processes.
- Demonstrated patience and politeness, remaining by clients' sides throughout their interactions with the bank.
- Assisted in resolving customer issues and inquiries, contributing to high customer satisfaction.

Education

Diploma in Digital Marketing & Graphic Design – 2025

CIS College - Lebanon

Master of Business Administration (MBA) in Human Resource Management – 2022

American University of Science & Technology, Lebanon

Bachelor of Science (BS) in Business Management – 2020

American University of Science & Technology, Lebanon

Workshops

Meta Ads Manager Course, Viral Agency – 2025

- Learned to create, Manage, and optimize ad campaigns across Facebook, Instagram, & Messenger.

- Gained skills in audience segmentation & advanced targeting techniques.
- Covered campaigns objectives, budgeting, scheduling, & bidding strategies.
- Learned to analyze ad performance using Ads manager reporting tools.
- Practice A/B testing & creative optimizing for better campaign results.

Canva Program Workshop, CIS College – 2025

- Gained hands-on experience in creating professional designs for print and digital marketing.
- Learned advanced features of Canva Pro including custom templates, animations, and resizing tools.
- Designed a wide variety of assets, including social media content, presentations, infographics, and email templates.
- Collaborated with peers to create consistent branding and marketing materials, applying best practices in graphic design.

Human Resources Program Workshop, Learn Business Center – 2024

- Talent Retention Workshop (Aim of Talent retention, Elements, HR role in Talent Retention)
- Training and Development Workshop (Purpose of Talent and development and HR roles, Process and sources of Training)
- Performance Management Workshop (Aim and process of performance management, HR role in performance management, types of performance appraisal, How and when to give a positive or constructive feedback).

Payroll Workshop, Learn Business Center – 2024

- Law of NSSF in Lebanon
- Register employees in NSSF
- Calculation CNSF for all employees
- Fill monthly, quarterly, and yearly declaration form to NSSF

Skills & Expertise

- **Digital Marketing Skills:** SEO (Search Engine Optimization), PPC (Pay-Per-Click) Advertising (Google Ads, Facebook Ads), Content Marketing & Strategy, Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter), Email Marketing (Mailchimp, HubSpot), Google Analytics & Data Analysis, Conversion Rate Optimization (CRO), Branding & Positioning, Lead Generation, A/B Testing & Campaign Optimization, Content Creation (Canva, Adobe Creative Suite).
- **Leadership & Management Skills:** Leadership & Team Management, Talent Management, Recruitment and Interviewing, Account Management, Policy Review and Revision, Business Development, Strategic Planning, Decision Making.
- **Customer & Relationship Management:** CRM System Management, Aftersales Services, Customer Service.
- **Operational & Organizational Skills:** Planning & Organization, Scheduling and Invoicing, Time Management, Budgeting & Forecasting, Problem Solving, Adaptability.
- **Technical Skills:** HRIS Knowledge, Microsoft Office Suite, Recruitment Software, Cash Handling, Insurance Policy Management.

Languages

Arabic: Native | **English:** Fluent