

Marwa Ibrahim

Beirut, Forn El Chebbak | +96170427714 | Marwa.ch.ibrahim@gmail.com

PROFESSIONAL EXPERIENCE

June 2024 - April 2025

E-commerce Specialist: C&F, Clemenceau - Zalka

- Successfully managed and updated C&F's Magento-based website, adapting quickly despite prior experience in Shopify, and ensured accurate product data management and stock availability.
- Led content creation and social media strategy, producing engaging reels, stories, and posts to boost brand visibility and audience engagement.

September 2021- Present

E-commerce Specialist: Freelancing

- Launched and scaled multiple online stores across diverse niches including skincare (HeavenySkin), kitchen tools (Matbakhi), children's toys (Playtopia), and fashion resale (ThriftCult), tailoring strategies for each market.
- Self-taught eCommerce Specialist with hands-on expertise in Shopify store setup, media buying, video editing, graphic design, and product research, with a focus on DTC brands.
- Drove a new business from \$0 to \$3K in revenue within 3 months by optimizing ad performance (CPC, CTR, ROAS), tracking key analytics, and applying data-driven growth strategies

September 2017 - August 2021

Coffee Shop Manager: Newyorker Cup, Badaro

- Handled day-by-day espresso operations, inclusive of a team of workers management, inventory manipulation, and customer service.
- Implemented value-effective stock management strategies, reducing waste, enhancing profitability, and preserving high product high-quality.

January 2015 - September 2017

Waitress/Barista: The Cheesecake Factory, Verdun

- Provided excellent customer support in a fast-paced environment, preserving cleanliness and preparing numerous beverages.
- Used strong conversation capabilities to enhance customer experience, handling precise requests and resolving problems efficaciously.

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KEY COMPETENCIES

Customer Service Excellence	Communication Skills
Multitasking & Time Management	Attention to Detail
Teamwork & Collaboration	Problem Solving & Adaptability

EDUCATION & CERTIFICATIONS

Digital Marketing CIS College	2025	Photoshop & Illustrator Udemy	2020
Interior Design Mira Training Center	2018	Management Information System AUL	2017

OTHER

General Knowledge: Microsoft Office, Computer skills, POS, Digital Communication Tools	Languages: Arabic (Native), English (Bilingual)
E-commerce knowledge: Shopify Web Design, Product optimization, Media buying (Meta,Tiktok), Content creation ..	Nationality: Lebanese