

Tamara Sinno

Beirut, Lebanon | +961 71 77 88 62 | tamarasinno@hotmail.com | [LinkedIn Profile](#)

OBJECTIVE:

Dynamic and detail-oriented professional with expertise in communications, training coordination, and marketing management. Proven ability to plan and execute events, build strategic partnerships, and manage multi-channel campaigns to boost engagement and visibility. Skilled in problem-solving, multitasking, and fostering strong relationships with diverse stakeholders, including international organizations. Proficient in digital marketing tools, CRM platforms, and content creation, with a track record of delivering impactful initiatives. Fluent in Arabic and English, with beginner-level French and Italian.

KEY SKILLS:

- Great Communication and Interpersonal Skills
- Exceptional attention to details
- Ability to multitask
- Excellent problem-solving and analytical abilities

PROFESSIONAL EXPERIENCE:

Forward Mena | Beirut, Lebanon

Training Coordinator | January 2025 – Present

- Oversee the timely implementation of project activities, proactively addressing challenges in collaboration with the Project Manager and Director.
- Prepare and deliver regular status reports (weekly/monthly) consolidating attendance records, feedback, and identified issues.
- Serve as the primary liaison between the project team, partner organizations, and trainers to ensure smooth communication and coordination.
- Delivered engaging informational sessions to over 30 schools, universities, and companies to promote the program

Communication Coordinator | September 2023 – Present

- Planned and managed events and career fairs end-to-end, including the first career fair that attracted 30 registered companies and 450 student attendees.
- Established collaborations with 15+ universities, successfully securing partnerships and signing MOUs with institutions such as the Lebanese American University (LAU).
- Communicated effectively with high-profile partners, including UNICEF and The World Bank, strengthening partnerships and driving organizational goals.
- Coordinated with advertising agencies to develop monthly content topics, review visuals, oversee reel production, approve budgets, schedule campaign dates, and evaluate ad performance reports.
- Developed and updated communication strategies enhancing outreach and engagement.
- Brainstormed and executed creative online and offline communication campaigns, achieving a 30% increase in brand engagement.
- Communicated with universities to coordinate upcoming events, successfully securing participation in 30 university career fairs.
- Drafted and sent targeted Mailchimp email campaigns and created tailored messages for learners, improving user experience and branding by 25%.
- Requested quotations and coordinated logistics for events, ensuring cost-effectiveness and execution.
- Assisted the product team with content creation and provided accurate Arabic–English translations, optimizing content quality and workflow efficiency by 15%.

Saud International School | Riyadh, Saudi Arabia

Math Teacher (Grade 6&7) | September 2022 – August 2023

- Taught three classes and served as homeroom teacher for a class of 20 students, fostering a supportive and engaging learning environment.
- Prepared weekly lesson plans aligned with curriculum objectives and tailored to student needs.
- Designed creative teaching materials to sustain interest and improve comprehension in mathematics.
- Maintained accurate and confidential student records on attendance, classroom performance, and conduct, sustaining compliance with institutional standards.
- Monitored underperforming students, creating weekly progress sheets and tailored support strategies to improve outcomes.

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Wassef Sinno & Sons Trading Company | Beirut, Lebanon

Assistant Manager | September 2017 - August 2022

- Coordinated daily customer service operations to ensure smooth workflow and customer satisfaction.
- Managed and responded to customer needs and resolved complaints promptly, ensuring consistent service quality and client retention.
- Received customer orders, placed orders with suppliers, and tracked them through delivery to ensure timely fulfillment.
- Requested quotations from top suppliers to secure competitive pricing.
- Created and sent quotations to schools, universities, companies, and individual clients, securing new business opportunities.
- Created bank checks and issued receipts to support financial operations.
- Prepared detailed statements of accounts for accurate financial tracking.
- Managed and scheduled social media posts to promote products and engage clients, resulting in higher engagement rates and improved customer retention.

CERTIFICATIONS:

- Digital Marketing Specialist| Simplilearn | October 2024
- Digital Marketing Foundations |LinkedIn Learning| February 2024
- Email and Newsletter Marketing Foundations| LinkedIn Learning | February 2024
- Content Marketing: ROI |LinkedIn Learning| November 2023
- Learning Canva| LinkedIn Learning | November 2023
- Maharat min Google Fundamentals of Digital Marketing| LAU | May 2020

EDUCATION:

- University of Leeds | Leeds, United Kingdom | GPA 3.70/4 (Upper-Second Class Honor)
MSc in International Marketing Management |September 2017 - September 2018
- Lebanese American University (LAU) | Beirut, Lebanon | GPA 3.33/4 (Honor)
BS in Business (Marketing and Management) - Minor in Advertising |September 2013 - December 2016

AWARDS:

- Attended First aid and CPR Course | Red Cross | July 2025
- Winner, Services Supporter Award | University of Leeds | May 2018
- Contestant, Winning Team (Phase 3) in The Quest Competition | Unilever | April 2016

TECHNICAL PROFICIENCY:

- Marketing CRM Software: Mailchimp
- Digital Tools: Teams, Slack, and Zoom
- Statistics Tools: IBM SPSS
- Simulation Software Programs: Capsim
- Adobe Systems: Adobe InDesign, Photoshop
- Research and Survey Software: Qualtrics, Google Form
- Microsoft Office Suite: Word, Excel, PowerPoint

LANGUAGES:

- Arabic: Native Language
- English: Fluent in speaking, reading, and writing
- French and Italian beginner in speaking, reading, and writing

EXTRACURRICULAR ACTIVITIES:

- The Crystal Maze, Company Marketing Project Module | Leeds, United Kingdom | February 2018 -June 2018
- Leo Burnett, Consumer Behavior Module| Beirut, Lebanon | December 2015-May 2015
- Member in Sinno Family League | Beirut, Lebanon | May 2016 - August 2017
- Member at LAU's Social Work Club| Beirut, Lebanon | January 2016 - December 2016