

Zeina Eloud

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Objective

Ambitious and creative Advertising Graduate with a BA in Communication Arts – Advertising with a strong background in digital marketing, campaign strategy, and creative content design. Certified in Google Ads, SEO, HubSpot Marketing, and Canva. Skilled at building brand identity, managing advertising campaigns, and optimizing digital presence across social media and online platforms. Seeking to contribute innovative ideas and results-driven strategies to a dynamic marketing team.

Skills

Digital Marketing: SEO, Google Ads, Facebook Ads, Email Marketing, Social Media Strategy, Campaign Management.

Content & Design: Canva, Adobe Photoshop, Illustrator, Premiere Pro.

Platforms & Tools: Microsoft Office, Meta Business Suite, TikTok, YouTube, LinkedIn.

Soft Skills: Time Management, Problem Solving, Team Collaboration, Planning.

Hard Skills: Advertising, Branding, Marketing, Copywriting.

Education

Bachelor of Arts in Communication Arts – Advertising
Lebanese International University (LIU), Beirut, Lebanon
October 2021 – January 2024

- Dean's List Honors (Multiple Semesters)
- Relevant Coursework: Advertising Theory and Practice, Digital Marketing Strategies, Psychology of Advertising, Branding and Corporate Identity, Campaign Design, Copywriting, Storyboarding, Media Planning

Experience

1. Digital Marketing Intern - Real Pixel Agency

Aley, Lebanon (October 2025 - November 2025)

- Designing social media posts and stories

- Creating PPT presentations for internal and client use
- Completing training in marketing and social media fundamentals
- Working on a full brand identity (logo, color palette, and sample social media designs)
- Supporting the creative process through hands-on exercises and practical tasks.

2. *E-commerce Product Management Intern -360 Agency*

Beirut, Lebanon(May 2024 – Jun 2024)

- Managed and updated product inventory using Excel and organized product categories to streamline online store navigation
- Designed visual content and product descriptions with Canva to enhance digital storefront appeal
- Ensured accuracy and brand alignment across multiple e-commerce platforms, improving customer engagement

Certifications

- HubSpot Academy: Content Marketing, Email Marketing, Social Media Marketing, Digital Advertising
- Google/Coursera: Google Ads, Google Analytics, SEO with Squarespace.

References

Available upon request