

Batul Ayash

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Summary

Marketing worker with extensive knowledge in this field. Skilled in social media management, customer attraction, and comprehensive marketing strategies. Proficient in creating marketing plans, conducting SWOT analysis, and deploying effective marketing strategies to drive business growth and brand awareness.

Work Experience

Social Media Manager - Boutique Sara (Children's Clothing Store) 2024

- Managed the store's social media pages, creating and posting engaging content.
- Coordinated photo shoots for the store's products, ensuring high-quality visuals.
- Successfully increased customer engagement and attracted more customers to the store through effective social media strategies.

Social Media Manager - Jaber Jewellery 2023-2024.

- Achieved significant success in attracting customers both in-store and on social media platforms.
- Effectively managed the social media pages of the company, resulting in increased engagement and follower growth.
- Created and shared interesting content to keep the brand visible online.
- Reached out to and interacted with customers, increasing store visits and sales.
- Communicated effectively with customers, addressing their needs and building strong relationships to foster loyalty.

Owner and Social Media Marketer Self-Employed 2022 – 2023

- Managed my own business and advertised my products on social media.
- Posted content to attract and keep customers.
- Created marketing plans to increase sales and make more people know about my brand.
- Talked with customers online to help them and build good relationships.

Internship

Marketing – Mediology company November 2023

- Learned and applied various marketing strategies to reach target audiences effectively.
- Developed comprehensive media plans to optimize advertising efforts.
- Created diverse types of content, including reels, sketches, and talking head videos, tailored to different platforms and audiences.

Education

Bachelors Degree Marketing – LU 2024

Certificates

- AI in Digital Marketing Workshop offered by the Academy of Continuing Education at the Lebanese American University (LAU) in collaboration with Talentdu. 2025
- Certified Social media marketing course - Dot Lebanon- at the Lebanese university Nabatieh part of UNICEF Generation of Innovation Leaders Program (GIL).
- Certified Design thinking training –NAWAYA NETWORK HERBY - part of UNICEF's Generation of Innovation Leaders Programme (GIL)
- Certified Business Development Training-NAWAYA NETWORK HERBY- part of UNICEF's Generation of Innovation Leaders Programme (GIL)

Computer Skills Microsoft skills, SPSS

Languages Arabic Native Language English B1