

# Sally Diry

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## PROFILE SUMMARY

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Fresh marketing graduate from the American University of Beirut with a strong academic foundation and hands-on experience from a 2-month marketing internship at Al Sultan Food Stuff Co as well as a 6-months Content and communication Marketing Internship at CoinQuant. Skilled in digital marketing tools including Google Ads, SEO, social media marketing, Canva design, Adobe, Capcut, and basic website management. Eager to apply my knowledge and further develop my marketing skills by contributing to the industry.

## EDUCATION

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### American University of Beirut (AUB), Lebanon

Degree in Business Administration- Marketing

Sept 2021-May 2025

### Adventist Mousieteb School, Lebanon

American System, Life Science

June 2021

## PROFESSIONAL SKILLS

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- *Job Function Specific Skills:* Social media marketing, Google ads, PR communication skills, Basic website management, Ads design
- *Computer Skills:* Microsoft (Word, Excel, Power point, Access), Canva, Capcut, Adobe
- *Language Skills:* English & Arabic (speaking, reading, and writing)

## PROJECTS

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### EYWA PR and social media campaign (group project)

February 2025-April 2025

- Primary & secondary research, content calendar, social media posts design
- Strategically communicate a brand's mission, create content tailored to different platforms, and engage audiences to drive awareness, volunteerism, and donations.
- Gained hands-on experience in campaign planning, content creation, and adapting messages to fit EYWA's empowering values and target audience.

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### Social Media Marketing Foundations- LinkedIn Learning

July 2025

### Social Media Marketing Strategy and Optimization- LinkedIn Learning

July 2025

### Marketing Copywriting for social media- LinkedIn Learning

July 2025

### How to Use High Impact Storytelling- LinkedIn Learning

July 2025

### PR Stimulation- Stukent

April 2025

## CERTIFICATES

• <b>Social Media Certificate</b> - Hubspot	April 2025
• <b>Inbound Marketing</b> - Hubspot	November 2024
• <b>Digital Marketing Certificate</b> - Hubspot	October 2024

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## EXPERIENCE

### CoinQuant, Beirut, Lebanon

*Content and Communication Marketing Intern*

Aug 2025-Jan 2026

- Assisted in crafting **email campaigns** and newsletters targeting potential clients and partners.
- Wrote and edited **blog posts, captions, and marketing copy** tailored to fintech and cryptocurrency audiences.
- Collaborated with the design team to produce **visuals and promotional materials** that align with campaign goals.
- Conducted **market research** on fintech trends, competitors, and audience behavior to guide content direction.
- Contributed ideas for **social media growth and engagement strategies**.
- Strengthened communication, teamwork, and adaptability in a fast-paced startup environment.
- Learned video editing using Adobe and Capcut through a workshop.

### Al Sultan Food Stuff Co. , Beirut, Lebanon

*Marketing Intern*

June 2024-July 2024

- Supported the planning and execution of marketing campaigns, contributing to increased audience engagement and brand awareness.
- Assisted in organizing events and on-site activations, helping attract over 150+ attendees and boosting community involvement.
- Designed engaging posts using Canva, enhancing platform consistency and visual appeal.
- Filmed and edited short-form video ads and conducted interviews to gather live feedback, improving content authenticity and reach.
- Assisted an SMS campaign to promote upcoming events and offers, resulting in a 20% engagement rate.
- Collaborated with cross-functional teams to ensure messaging aligned with brand tone and campaign goals.
- Assisted in an email marketing campaign and its content.