

PROFESSIONAL SUMMARY

Business Administration student with hands-on experience in marketing, human resources, procurement, and education. I have contributed to social media management, content planning, recruitment support, salary benchmarking, and purchasing activities across agency and organizational environments. Through these roles, I developed strong organizational, communication, and teamwork skills, along with a practical and detail-oriented approach to work. Fluent in Arabic, proficient in English (C1), and independent in French (B2), I am motivated to grow within a dynamic business or marketing-focused environment.

EXPERIENCE

MARKETING ASSISTANT (Hybrid)

BindBots (Zoho authorized partner), Lebanon / September 2025-Present

- Lead Generation & Automation: Implement web crawlers to identify and segment B2B leads, executing automated LinkedIn outreach to connect with key decision-makers.
- Campaign Management: Design and deploy multi-stage email marketing funnels and LinkedIn ad campaigns to drive lead acquisition for Zoho solutions.
- SEO & Web Strategy: Conduct technical SEO audits and keyword research to improve organic rankings and site performance.
- Freelance Management: Source and manage specialized freelancers for creative and technical tasks to ensure high-quality, scalable project delivery.
- Data-Driven Audits: Perform comprehensive digital marketing audits for clients, providing strategic recommendations based on engagement and conversion metrics.
- Content Operations: Oversee monthly content calendars and social media scheduling across Meta, TikTok, and YouTube to maintain brand authority.
- Attained cybersecurity sessions

MARKETING ASSISTANT (Remotely)

ElsCedres and Productra/ August 2025-September 2025 and June 2025-August 2025

- Created monthly content calendars aligned with client brand guidelines and mood boards.
- Designed social media visuals using Canva for agency and client accounts.
- Assisted in social media audits for new clients.
- Conducted outreach to multiple potential leads, supporting early-stage client acquisition efforts.
- Scheduled and monitored posts using Meta Business Suite, TikTok, and YouTube Studio.
- Supported email marketing campaigns and basic performance tracking.
- Collaborated with team members on campaign planning and execution.

HUMAN RESOURCES INTERN (Project-Based) (Remotely)

HR Solutions, Lebanon / September 2025-November 2025

- Contributed to a salary benchmarking project by collecting, analyzing, and comparing compensation data.
- Supported basic HR administrative tasks during the project period.

Private Tutor (Freelance)

Chedid Building, Lebanon / December 2023–December 2025

- Provided structured academic support in accounting to school-level students.
- Planned and delivered tailored lessons based on individual learning needs.

PURCHASE PLANNER

Chedid Building, Lebanon / December 2024–February 2025

- Managed procurement processes, including supplier selection, negotiation, and contract management.
- Developed and maintained strong relationships with vendors to ensure reliable supply chains.
- Conducted market research to identify cost-saving opportunities and optimise purchasing strategies.

ENVIRONMENTAL EDUCATION OFFICER

Michel Daher Social Foundation, Lebanon / December 2024–February 2025

- Facilitated efficient operations by scheduling and coordinating meetings for supervisors and managers.
- Engaged in fieldwork, collecting data and completing surveys to support projects aimed at public benefit.
- Acquired and applied new organizational skills, enhancing overall team productivity.

SKILLS

- Microsoft Office
- Digital Marketing
- Content calendar creation and social media
- Canva and social media management tools
- Time Management
- Critical Thinking
- Strong organizational and communication

EDUCATION

Bachelor in Business Administration—General

Antonine University, Nabi Ayla Zahle, 2023–Present

CERTIFICATIONS

- Google digital marketing and E-commerce certificate (Coursera)

- Introduction to Social Media Marketing (Meta on Coursera)
- DELF B2 (République Française)
- Excel Skills for Business: Essentials (Macquarie University on Coursera)
- Public Speaking Certificate (Antonine university)
- English C1C Advanced level (English Academy of Michel Daher Foundation)
- Shipping and Logistics (Portland pgf in collaboration with Michel Daher Foundation)