

Marketing & Sales Intern – Eaton,
Dubai, UAE

SIBA NAYEL

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OBJECTIVE

A motivated Marketing graduate with a strong passion for learning, creativity, and innovation. Eager to contribute to the dynamic field of marketing, I offer a blend of analytical thinking, creative insight, and a solid understanding of consumer behavior. My aim is to craft impactful strategies that drive brand growth and engage target audiences. I am committed to continuous development, particularly in advertising strategy and campaign execution, and am prepared to make a meaningful contribution to any marketing team.

EDUCATION

Haigazian University – Beirut, Lebanon

Bachelor's Degree in Advertising and Communications

August 2021 – May 2025

• **GPA: 3.27+**

Omar Farukh High School – Beirut, Lebanon

Lebanese Baccalaureate in Sociology and Economics

September 2018 – June 2021

WORK EXPERIENCE

Junior Content Creator – Cis College, Lebanon

August 2025 – Present

- Developed creative video concepts from scratch, including storytelling, scriptwriting, and organic content ideas tailored for engagement.
- Produced and edited videos using Canva, and CapCut, incorporating voice-overs, photography, and graphic elements.
- Created diverse content (scripted and organic) for digital platforms, balancing professional storytelling with authentic, trend-driven formats.

Marketing & Sales Intern – Eaton, Dubai, UAE

August 2024 – September 2024

- Assisted in both sales operations and marketing communications (MarCom)

- Supported sales data analysis and facilitated cross-departmental coordination

Customer Relationship Intern – Unigaz, Beirut, Lebanon

January 2024 – March 2024

- Assisted in customer relationship management (CRM)
- Worked on customer satisfaction, engagement, and retention strategies
- Maintained and updated customer data

Barista Leader – McDonald's, Beirut, Lebanon

June 2022 – January 2024

- Delivered high-quality beverages with consistent customer satisfaction
- Created custom drinks and handled special orders
- Trained and supervised new baristas

Private Tutor – Beirut, Lebanon

September 2021 – April 2022

- Supported students with daily assignments and academic planning

VOLUNTEERING EXPERIENCE

- **Social Media Coordinator, Haigazian University Business Society (HUBS)** – managed content creation and online engagement
- **Marketing Support, Eaton Middle East** – contributed to developing proposals for regional campaigns in Saudi Arabia
- **Creative Contributor, EmpowerED Campaign, Dessert Stream Club** – designed promotional materials, filmed, and edited event content to enhance brand engagement

TRAINING & CERTIFICATIONS

- **Excel for Business: Mastering Computer Literacy (8 hours)**, Haigazian University – April 2025
- **McDonald's MEA Barista Fundamentals** – Training #11 – October 2023
- **Peacebuilder Certification from Rotary NewGen Program**, Haigazian University – May 2022

SKILLS

- Technical: Microsoft Word, Excel, and PowerPoint.
- Marketing Tools: Canva, PowToon, Pixton, shopify, Cap cut

Premier, Meta Business suites, and google sites.

- Core Competencies: Customer service, consumer insights, data analysis, and team collaboration.
- LinkedIn Sales Navigator to identify, build, and reach qualified leads, targeting the right audiences and decision-makers.

LANGUAGES

- Arabic – Native
- English – Fluent

REFERENCES

Available upon request

1