ALAA TABBARA

Beirut, Lebanon
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MARKETING GRADUATE | DIGITAL MARKETING & CONTENT CREATION

Motivated marketing graduate with hands-on experience in digital marketing, social media content creation, and campaign support. Skilled in creating engaging visual and written content, editing short-form videos, and assisting with brand promotion across digital platforms. Eager to contribute to a dynamic marketing team, support day-to-day marketing operations, and grow professionally in a fast-paced environment.

EDUCATION

Bachelor's Degree in Business Marketing

AUL University, Lebanon — Graduated 2025
Relevant Coursework: Marketing Principles, Consumer Behavior, Digital Marketing, Brand Strategy

PROFESSIONAL EXPERIENCE

Marketing Intern

Pet House, Beirut, Lebanon — Spring 2025 (3 months)
- Created and published engaging social media content to promote pet products and services.
- Edited and produced short-form marketing videos from raw drone footage.
- Assisted in planning and executing social media strategies and promotional campaigns.
- Provided responsive customer service both in-store and online.
- Supported visual merchandising and product display optimization.

Receptionist

Ward Salon, Beirut, Lebanon — 2025 – Present
- Managed front-desk operations and client inquiries professionally.
- Provided high-quality customer service.
- Coordinated scheduling and administrative tasks.

VOLUNTEER EXPERIENCE

Volunteer & Scout Member
Makassed Volunteers and Scouts, Beirut, Lebanon — 2015–2020
- Assisted in organizing community events and initiatives.
- Supported fundraising activities.
- Developed leadership and teamwork skills.

SKILLS

Digital Marketing & Content Creation:

Social Media Content Creation, Short-Form Video Editing, CapCut (basic), Canva (basic), Visual Storytelling

Professional Skills:

Communication, Time Management, Attention to Detail, Problem-Solving

Computer & Tools:

Microsoft Word, Excel, PowerPoint, Google Docs, ChatGPT

LANGUAGES

Arabic — Native
English — Fluent