

Marie Josée Abi Nakhoul

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22 years old | Lebanese

Education

2025- 2026: SEO training in Search Engine Optimization at Seopropath

2025: Professional Certificate-SME Assistant at Conservatoire National des Arts et Metiers (CNAM)

2022 - 2026: Bachelor's Degree in Economics and Management, Marketing Specialization
Conservatoire National des Arts et Métiers (CNAM), Lebanon-nahr Ibrahim

Professional Experiences

Al Ahmar Marketing Hub- Social Media account manager-internship (November 2025-februaey 2026)

- Managed and optimized multiple social media accounts (Instagram, Facebook, TikTok, LinkedIn)
- Developed and implemented social media strategies aligned with brand objectives
- Planned and managed content calendars
- Wrote engaging captions and adapted tone of voice per brand
- Coordinated with design, photo, and video teams to produce content
- Scheduled and published posts across platforms
- Tracked and analyzed performance KPIs (reach, engagement, impressions, clicks)
- Provided content and strategy optimization recommendations
- Conducted competitor and trend analysis
- Supported paid social media campaigns in collaboration with the ads team

Sesobel- Marketing Intern (April 2025 - September 2025)

- Implementation of online advertising campaigns
- Content creation for social media
- Creation of communication materials
- Support in event organization
- Contribution to B2B partnership development
- Supplier and sponsor communication.
- Market trend monitoring and consumer behavior analysis
- Contribution to the development and marketing of new products

Academic and Personal Projects

- Market Analysis: Case study on consumer trends in Lebanon
- Digital Marketing: Managed an Instagram page for a university project
- Communication Strategy: Developed a marketing plan for a fictional brand

Skills

- Marketing C Digital: Market analysis, branding strategy, social media, Google Analytics
- IT Skills: Word, Excel, PowerPoint, Canva
- Languages: French, Arabic, English

Interests

- Scouting: Guides du Liban (6 years)