

Tina Farah

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Kaftoun-Lebanon

Education

B.S. in Marketing and minor in PR & advertising at the Lebanese American University

(Fall 2023 – current)

- Expected Graduation: May 2027

Highschool Diploma at SSCC, Batroun, Lebanon

(September 2007 – June

2023)

Extracurricular and Volunteering

- Treasurer at Caritas Lebanon Youth, Batroun

(2023- present)

- Volunteer at Lebanese Red Cross, Batroun (Emergency Medical Technician Basic)

(March 2025 - present)

Soft skills

- Active listening and effective communication
 - Adaptability and leadership
 - Teamwork
 - Problem solving and critical thinking
 - Creativity and adaptability
 - Event planning
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Technical skills

- Marketing data interpretation and reporting
 - Customer segmentation
 - KPI tracking (CTR, ROI, ROAS, CAC)
 - Campaign planning and optimization
 - Retargeting and remarketing
 - A/B testing
 - Paid advertising strategy
 - Funnel building
 - Keyword research
 - Content strategy and calendar planning
 - Social media strategy
 - Social listening
 - Performance analysis
 - Landing page optimization
 - Conversion testing and insights
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Programs and software

- Microsoft office (Excel, Word, PowerPoint)
 - Meta Ads
 - Meta Ads Manager
 - SEMrush
 - Canva
 - Hootsuite
 - Shopify
 - HubSpot
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Project:

- Worked on the Instagram profile of a small business called Maison T by booting its content, enhancing its visuals, increasing the exposure, reach and sales as well as analyzing the results of 3 campaigns using Meta Ads manager.
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Language:

Arabic (Native) | English C1 | French B2

Certification

- HubSpot Academy Inbound Marketing Certification (November 2025)
- HubSpot Academy Digital Marketing Certification (November 2025)
- HubSpot Academy Social Media Certification (November 2025)