

Karim Sardouk

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Beirut, Lebanon | [LinkedIn](#)

PROFESSIONAL SUMMARY

Certified Digital Marketing Specialist with experience in campaign coordination, content creation, social media management, and event activations. Skilled in maintaining accurate records. Proficient in MS Office with strong communication and organizational abilities.

LANGUAGES

Arabic (Fluent), French (Fluent), English (Fluent)

SKILLS

Marketing Coordination | Content Creation | Social Media Marketing (Instagram, TikTok, Facebook) | Event Coverage | Reporting & KPI Tracking | Canva | CapCut | MS Office

EDUCATION

Bachelor's Degree in Business Administration and Management / Saint Joseph University of Beirut (USJ) – Beirut, Lebanon
Sep 2020 – Jun 2023

French Baccalaureate – Economics / Lycée Franco-Libanais Verdun – Beirut, Lebanon Sep 2004 – Jun 2020

- Specialty: Mathematics

PROFESSIONAL EXPERIENCE

Data Entry Specialist / Awfarli, Htech – Beirut, Lebanon June 2024 – Sept 2024

- Verified JSON-based data across six dashboard categories to maintain integrity.
- Managed records and documentation for platform updates.

Remote Social Media Moderator (Freelance) / Mindshare MENA – Beirut, Lebanon June 2023 – July 2023

- Managed professional communications and responded to client inquiries on social platforms.

Marketing Intern / NokNok - Beirut, Lebanon June 2022

- Tracked campaign effectiveness through KPI monitoring.
- Coordinated with suppliers and stakeholders for promotional activations.
- Analyzed competitors to provide insights for business development

CERTIFICATIONS & TRAINING

- Full-Stack Web Developer – Agence Universitaire de la Francophonie | July 2023- Jan 2024
- Global Mentorship Initiative certification | Global Mentorship Initiative | July 2024 – Sep 2024
- Digital Marketing Specialist | Simplilearn | July 2024 – Sep 2024
- Video Editing Bootcamp (Vtec) | 2026
- AI Content Creation (QUAD Academy and Vtec) | 2026

VOLUNTEERING

Content Creator & Social Media Coordinator / Maharat Toastmasters, Beirut | Jan 2024–Present

- Produced teasers, highlights, and Reels across Instagram, TikTok, Facebook; multiple reels reached 2,000+ organic views.
- Captured and edited photos/videos using CapCut and Canva.

PROFESSIONAL AFFILIATIONS

- Member, Toastmasters International (Public Speaking and Leadership) | October 2024
- Alumni, Saint Joseph University of Beirut | July 2023