

Sara Berjaoui

Portfolio : <https://sites.google.com/view/saraberjaoui>

Date of Birth: 30 October 2004

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Skills Summary

- Boosts Posts on Meta Ads Manager
- Creates and sends emails on Mailchimp
- Produces, Films & Edits videos
- Market research and analysis
- Led a year-long qualitative and quantitative study on consumer loyalty toward personal care brands
- Social Media (Content Creation and Engagement)
- Uses Adobe Photoshop, Adobe Illustrator & Adobe InDesign
- Designs using “Fresco” and “Canva”
- Luxury management
- Storytelling
- Sales Forecasting
- Customer Segmentation and Targeting
- Customer Journey Mapping
- Leadership
- Management
- Creates a Business Plan
- Content strategy
- Project management
- Community Engagement

Education

Bachelor’s degree in Marketing and Advertising (Ranked 2nd in my class with a GPA of 3.53)

Saint Joseph University of Beirut - Graduated May 2025

Diploma in Civic Engagement and Citizen Participation

Saint Joseph University of Beirut - Graduated May 2025

Science de la Vie et de la Terre (Mention Très Bien)

Ecole des sœurs de Besancon Beyrouth - Graduated 2022

Experience

Job (On Site - Full time)

Worldwide Travel & Tourism – Clemenceau Beirut

Marketing Executive

August 2025 – Present

- Boosted posts on Meta Ads Manager to increase visibility, engagement & reach.
- Collaborated with the marketing agency to plan and develop creative content aligned with our brand strategy.
- Worked closely with the Web Developer to revamp the company’s website, ensuring improved functionality and design.
- Produced, Filmed and edited team videos in the office to highlight company culture and initiatives.
- Managed and optimized the CRM system to improve data accuracy and efficiency.
- Planned and prepared the company’s anniversary event.
- Coordinated with influencers and content creators to strengthen brand presence and outreach.
- Designed and managed email marketing campaigns using Mailchimp.
- Participated in events and created related content.

Job (Hybrid – Full time)

Lawford Investment Group – Downtown Beirut

Marketing & Communication Executive

February 2025 – June 2025

- Revamped Instagram post designs, leading to a significant increase in followers and engagement.
- Boosted posts on Instagram to enhance brand visibility and attract a larger audience.
- Created compelling visual content for social media, aligning with brand identity and objectives.
- Edited multiple videos to deliver visually appealing and polished content.
- Monitored social media metrics to assess the performance of posts and adjust strategies accordingly.
- Used Photoshop to modify images.
- Designed visually appealing documents to enhance readability and presentation for clients and team members.
- Utilized real estate platforms to secure the best property deals and marketing materials.
- Emailed multiple international contacts to gather property photos and other marketing materials.

Internship (On Site – Full time)

Hopscotch Middle East – Mar Mikhael

June 2024 – August 2024

Marketing intern (Client servicing department)

- Prepared content ideas for existing clients.
- Planning social media content.
- Executed copyrighting.
- Pitched new ideas.
- Developed activation ideas.
- Worked closely with the creative department (graphic designers, videographers, editors).
- Developed promotional ideas.
- Worked on community management and social media posting.
- Integrated communications in general.
- Worked on actual client briefs and covered integrated thinking and solutions.
- Briefed on new projects.
- Supported new business pitches.
- Executed research on trends and benchmarking VS category leaders globally, regionally and locally.
- Tracking and monitoring.
- Attended meeting with clients and presented my ideas.
- Created presentations that included the whole team's work.
- Executed competitive monitoring.

Internship (On Site – Full time)

KS - Beirut

June 2023 – August 2023

Sales Intern

- Guided and assisted clients.
- Handled the merchandising of the store and the display of it.
- Worked closely with business clients, gaining exposure to the full B2B customer lifecycle.
- Improved my communication skills.
- Learned to understand clients' needs.
- Focused on offering the best products that benefited both the client and the company.
- Developed my persuasion skills.
- Learned to skillfully present ideas and products, highlighting their advantages in a way that truly clicked with clients.

Computer Skills

Design (Adobe Photoshop, Adobe Illustrator, Adobe InDesign & Canva), Editing videos (CapCut), PowerPoint, Word, Excel

Languages

Arabic (Native), French (Fluent), English (Fluent), Italian (Beginner)

Interests and Hobbies

Design, Editing, Digital Marketing trends, Content Creation, Photography & Storytelling.