

# Zeina Sabra

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## Professional Summary

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Senior Marketing student at the American University of Beirut maintaining a 4.0 GPA and consistent Dean's Honor List recognition. Experienced in digital marketing, content strategy, and social media management through academic projects and corporate internships.

## Education

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**American University of Beirut (AUB), Beirut, Lebanon** **AUG 2023– JUNE 2026**

*Business Administration, Concentration: Marketing*

- 4.0 GPA | Dean's Honor List (All Consecutive Terms)
- Member of Beta Gamma Sigma International Business Honor Society since April 2025

**Relevant Courses:** *Public Relations, Digital Content Creation, Consumer Behavior, Digital Marketing Strategy, Luxury and Fashion Brand Marketing, Strategic Brand Management*

**International School of Choueifat (SABIS), Lebanon** **SEPT 2009– JULY 2023**

*High School Diploma (Lebanese Baccalaureate)*

Achievements: Ranked 8th nationally in the Lebanese Baccalaureate; First in class with 18/20 average

## Professional Experience

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**Marketing & Communications (M&CC) Intern, Dar Al-Handasah, Beirut, Lebanon** **JUNE 2025– AUGUST 2025**

- Drafted professional proposals and conducted strategic marketing research to support a multidisciplinary global consulting firm
- Developed integrated content strategies and social media planning to enhance external and internal corporate communications.
- Collaborated with cross-functional teams in a high-speed environment to strengthen professional writing and communication output.

## Extracurricular Activities

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**Team Member, AUB Outdoors, Beirut, Lebanon** **FEB 2024– MAY 2024**

- Collaborated with a large-scale student team to execute marketing and operational tasks for Lebanon's largest student-led festival

**Co-Manager, Class Social Media Management, Beirut, Lebanon** **SEPT 2022– JULY 2023**

- Co-managed senior class social media accounts by creating and scheduling visuals and captions to foster community engagement.

**Team Member, Prom Committee, Beirut, Lebanon** **SEPT 2022– JULY 2023**

- Helped plan the senior prom for our graduating class, working with a team of several students from different sections.

## University Projects

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**Website, SEO and SEM Strategy, Digital Content Creation | DIVERSO** **JAN 2026– FEB 2026**

- Developed an e-commerce website using technical SEO strategies as well as a Google Ads Campaign for this brand

**Digital Strategist, Digital Marketing Course | FaceFit Studio** **FEB 2025– MAY. 2025**

- Developed a comprehensive digital marketing strategy report and implemented SEO tactics to drive consistent client acquisition and brand growth.

**Branding Strategy and Consultancy, Marketing Strategy Course | SECRETS Cakes** **SEPT 2025– DEC 2025**

- Evaluated brand perception and loyalty and improved identity through an updated branding and repositioning plan to restore customer loyalty and sales.

## Skills, Languages, & Others

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**Technical Skills:** SEO/SEM, Content Strategy, Google Ads, Canva, Social Media Management and Strategy, Basic Excel.

**Soft Skills:** Leadership, Problem Solving, Rapid Decision Making, Creative Collaboration

**Languages:** Arabic (Native); English (Fluent – IELTS 7.5); French (Basic)

**Interests:** Cooking, Painting, Social Media, Gaming

## Certificates

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**Certificate Name** **MONTH. 20XX– MONTH. 20XX**

- HubSpot Inbound Marketing (Apr 2025 - May 2027)
- HubSpot Content Marketing (Mar 2026 – Apr 2028)
- HubSpot Digital Marketing (March 2025 – Apr 2026)
- L’Oreal Brandstorm 2025