

# Sirine Zahreddine

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## EDUCATION

### BBA in Business Administration

Lebanese University – Faculty of Business & Administration | Lebanon

*Sept 2025 – Present*

- First-year student specializing in Business Administration.
- Building a strong foundation in management, marketing, and business fundamentals.
- Developing practical skills in communication, analysis, and strategic thinking through academic projects and applied learning.

## EXPERIENCE

### Freelance Social Media Manager

Heritage Motors | Kuwait, Remote

*Sept 2024 – Present*

- Managed Instagram strategy for Heritage Motors, a luxury auto restoration garage.
- Created high-quality reels, transforming raw footage into engaging content.
- Engaged with the online community to build customer loyalty and strengthen brand trust.
- Increased organic reach and inquiries by 20% through strategic hashtags and timing.

### Social Media & Content Creator Intern

HCC mena | Batloun, Lebanon

*Oct 2025 – Nov 2025*

- Created content tailored to each brand's audience to maximize reach and engagement.
- Contributed to an estimated 15% increase in audience engagement and early sales during initial campaign launches through strategic posting.
- Planned post ideas and content strategies based on page needs, launch goals, and brand positioning.
- Communicated effectively with the team, sharing ideas, applying feedback, and aligning posts with overall campaign goals.

### Social Media Coordinator

C-solutions Marketing Agency | Semkanieh, Lebanon

*March 2025 – June 2025*

- Managed content across Instagram and Facebook (using Meta Business Suite) and TikTok.
- Edited short-form videos and reels, tailored for platform-specific trends.
- Planned weekly content calendars and coordinated feedback with the team.
- Worked across multiple industries including healthcare, adapting tone and visuals to each brand.
- Optimized captions, hashtags, and posting times to boost engagement across various industries.

## **Social Media Marketing Intern**

JA Digital Marketing Agency | Kfarhim, Lebanon

*JULY 2024 – SEPT 2024*

- Managed social media accounts for multiple clients, driving high engagement and fostering strong client relationships.
- Achieved average engagement rates of 3% on Facebook and 5% on Instagram.
- Created high-quality video content with an average of 1,500 views per video on Instagram and TikTok.

## **Content Creator**

Apex Academy | Kfarhim, Lebanon

*NOV 2023 – JUNE 2024*

- Created content for various academy events on social media.
- Optimized content for better reach and increased exposure for the academy.
- Developed call-to-actions and other promotional strategies.
- Used trends and insights to increase engagement and visibility.

## **Tutor**

Apex Academy | Kfarhim, Lebanon

*NOV 2023 – JUNE 2024*

- Tutored English, Arabic, Math, and Sciences to grades 4-6.
- Developed tailored lesson plans to enhance student proficiency.
- Employed interactive activities to boost engagement and learning.
- Provided constructive feedback, leading to improved test scores.
- Adapted teaching methods to meet individual learning needs.

## **CERTIFICATES**

- **Meta Social Media Marketing Professional Certificate** | Meta NOV 2023 - JAN 2024, Online
- **Fundamentals of Sales and Marketing, with Goldman Sachs 10,000 Women** | Goldman Sachs JAN 2024 - FEB 2024, Online

## **KEY SKILLS**

- **Tools:** Meta Business Suite, Canva, CapCut, PowerPoint, Excel, Google Sheets
- **Social Media:** Content Creation, Video Editing, Hashtag Strategy, Audience Engagement, Post Scheduling
- **Soft Skills:** Communication, Teamwork, Task Management, Critical & Analytical Thinking, Attention to Detail, Adaptability

## **LANGUAGES**

- English (*Native Language Level, C2*)
- Arabic (*Mother Tongue*)