

# Hiba Tarhini

Beirut, Lebanon | +961 81 709 551 | hibatrhni@gmail.com

---

## Professional Profile

Motivated and creative **Digital Marketing student** with a strong interest in social media strategy, consumer behavior, and emerging digital trends. Hands-on experience in retail sales and digital content creation, with a proven ability to develop engaging social media content that increases audience interaction and brand visibility. Known for strong communication skills, adaptability, and a proactive, innovative mindset.

---

## Education

### Bachelor's Degree in Digital Marketing

University of Sciences and Arts in Lebanon (USAL)

*Expected Graduation: 2027*

---

## Work Experience

### Customer Service & Sales Associate

**Karout Mall**

*June 2025 – October 2025*

- Delivered high-quality customer service by assisting clients and providing personalized product recommendations
- Managed sales transactions accurately and efficiently in a fast-paced retail environment
- Applied consumer behavior insights to enhance customer experience and drive sales performance
- Strengthened interpersonal and communication skills through direct customer engagement

### Content Creator Intern

**Ribiotica**

*July 2025 – September 2025*

- Created and published engaging content (posts, reels, and stories) for the brand's Instagram account
  - Designed visually appealing content aligned with brand identity and marketing goals
  - Contributed to increasing audience engagement through creative storytelling and consistent posting
  - Collaborated on content ideas to improve brand visibility and online presence
- 

## Skills

- **Digital Marketing: Social Media (Instagram, TikTok, Facebook), Basic Analytics**
  - **Content Creation: Canva, CapCut, DaVinci Resolve**
  - **Technical: Microsoft Office (Word, Excel, PowerPoint)**
  - **Communication: Presentation, Teamwork**
  - **Core Strengths: Creativity, Adaptability, Problem Solving**
- 

## Languages

- Arabic: Native
- English: Intermediate (Strong reading and analytical proficiency)