

NADINE CHAAR

CONTACT

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- 📍 Barcelona, Spain
Beirut, Lebanon
- 🌐 [Nadine Chaar](#)
- 🌐 [Portfolio](#)

SKILLS

- Digital Marketing:** Campaign Strategy, SEO, Content Creation, Copywriting, Social Media Management
- Analytics & Reporting:** Google Analytics (GA4), Tableau, RStudio
- Tools & Platforms:** Meta Business Suite, Canva Pro, CapCut, Microsoft Office, Notion, Asana
- Media & Creative:** Basic videography & photography
- Soft Skills:** Leadership, Communication, Public Speaking, Collaboration

CERTIFICATIONS

- Google Ads Search & Display Certifications
- Google Analytics Certification
- HubSpot Marketing Hub Software Certified
- Intoact International "A-Z Practical Training in Digital Marketing" Certified
- Registered Yoga Teacher (RYT-200) - Yoga Alliance

HONORS

- Excellence Scholarship - TBS Education
- MEPI-TLS Program Scholarship - American University of Beirut (AUB)
- Dean's Honor List - American University of Beirut (AUB)
- Dean's Honor List - Eastwood College

LANGUAGES

- English - Fluent
- Arabic - Fluent
- Spanish - A1 Level



PROFILE

Certified Digital Marketer & MSc candidate with 4 years of work experience, driving growth for global organizations. I combine creative storytelling with analytics to execute high-impact, data-driven campaigns.



WORK EXPERIENCE

- Children's Cancer Center of Lebanon (CCCL)** 2021-2025
 - Social Media Coordinator** 2024-2025
 - Directed multi-platform digital campaigns integrating marketing, advocacy, and fundraising initiatives, increasing engagement and donor contributions.
 - Managed social media channels and website back-end for CCCL, optimizing UX, SEO, and content strategy.
 - Produced high-impact multimedia content (photography, videography, copywriting) for patient advocacy, fundraising campaigns, and gala/event coverage.
 - Represented CCCL at prestigious international events, including the Dubai Red Carpet Gala Dinner, Qatar, Kuwait and UAE fundraising events; and St. Jude Global Influencer Experience Workshop, converting insights into actionable strategies, in Memphis, Tennessee.
 - Authored and published advocacy articles on global platforms, including the UK Global Cancer Network, amplifying CCCL's international reach and credibility.
 - Trained and mentored interns, fostering a pipeline of future digital marketing and advocacy talent.
 - Marketing & Communications Officer** 2022-2023
 - Created and curated content for social media and website campaigns, maintaining a consistent brand voice.
 - Developed patient stories and multimedia content for advocacy, fundraising, and awareness campaigns.
 - Supported internal and external communications during wellness programs and partner hospital visits.
 - Marketing Intern** 2021
 - Assisted with documenting patient stories and supporting social media content development.
 - Gained foundational experience in nonprofit communications, digital storytelling, and event coverage.
- MSc in Digital Marketing & Analytics** 2025-2026
Toulouse Business School (TBS Education) | Barcelona, Spain
 - Bridge & Boost Website Project: Co-developed a fully functional [website](#) leveraging SEO, UX/UI, and analytics.
 - SÉSAME Missions Consulting: Analyzed market evolution to develop strategic growth plans and deliver actionable recommendations for a partner company's real-world business challenge.
- BA in Media & Communications** 2018-2021
Minor in Film & Visual Culture
American University of Beirut (AUB) | Beirut, Lebanon