

Tala Zein

I am a 21-year-old digital marketer, fresh graduate, with a strong background in social media management and content creation. I have gained hands-on experience from my internship and in opening and managing social media accounts, particularly on platforms such as TikTok and Instagram.

Contact

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Work Experience

Online Business Owner

2020-2026

- Created and managed three online brands (Glamarings 2020-2023, Bedazzled 2025-present, Sunsetpool 2025-present)
- Oversaw daily operations, digital presence, and customer engagement.
- Developed and executed tailored basic social media strategies to increase brand awareness, engagement, and sales growth.
- Created, scheduled, and optimized content across Instagram and TikTok ensuring consistent brand identity.
- Managed basic paid social media promotions (boosted posts and reels) to maximize visibility and audience targeting.
- Analyzed trends, platform insights, and performance metrics to refine content strategy and improve campaign results.
- Engaged with online communities by responding to comments and messages, enhancing customer satisfaction and brand loyalty.
- Monitored customer feedback and adjusted marketing approaches to better align with consumer preferences.

Digital Marketing Internship at SYA (Service Yearly Agency)

Feb-April 2025

- Assisted in managing social media accounts (content scheduling and engagement)
- Helped create and edit marketing content for online platforms.
- Participated in brainstorming sessions for campaign ideas.
- Conducted basic market research to support digital strategies.
- Supported email marketing efforts by organizing contact lists and reviewing.

University projects

2024-2026

- **Senior Project:** Developed a full-scale business concept for a drive-in cinema in Lebanon, conducting comprehensive internal and external environmental analysis, market and competitor assessment, stakeholder mapping, value chain analysis, marketing strategy development, legal and social evaluation, and financial feasibility study.
- **SEO/SEM Marketing Project:** Developed a comprehensive SEO strategy for a hypothetical website, including objective setting, competitor and digital presence analysis, in-depth keyword research, and on-page/off-page optimization. Created a structured 3-month content calendar and delivered performance reporting with actionable recommendations for continuous ranking and traffic improvement.
- **Social Media Marketing Project:** Designed a detailed 3-month social media marketing plan incorporating situational and competitor analysis, SMART objectives, and multi-platform strategy development. Created three integrated campaigns (with full content sets and captions), established platform positioning, and provided performance insights with optimization recommendations.

Skills

- Content Creation and Strategy
- Attention to detail
- Adaptability
- Keyword Research and Strategy
- Search Engine Marketing SEM
- Social Media Strategies
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Creativity
- Social Media Analytics and Insights

Languages

- Arabic (Native)
- English (Fluent)

Education

- **American University of Science and Technology** 2022- 2026
Digital Marketing
GPA: 3.9/4.00
- **Lebanese Baccalaureate- Life Science** 2008-2022
Harriri 3 School
Very Good degree (17.44/20)

COURSERA CERTIFICATES

- Social Media and Social Content Strategy.
- Facebook, Instagram, and Snapchat Marketing. Twitter, LinkedIn, and YouTube Marketing.
- AI for everyone.
- Introduction to Strategic Brand Management