

Fairuz Zaghlout

Contact

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- Lebanon-qaroun
- Brazilian/Lebanese

Skills

- Marketing & Strategy**
Digital Marketing, Social Media Analytics, Market Research, Campaign Management.
- Creative & Design**
Product Design, Graphic Content Creation, Video Editing
- Business Operations**
Entrepreneurship, Strategic Planning, Sales Forecasting.
- Interpersonal**
Client Relationship Management
Teamwork, Leadership, Problem Solving

Language

English	(fluent)
Spanish	(beginner)
Portuguese	(very good)
Arabic	(Native)

Summary

Second-year Marketing student with a strong interest in branding and digital marketing. Experienced in managing a small home-based brownie business, including customer communication and social media promotion. Skilled in teamwork, creativity, and organization. Seeking

Education

- | | |
|--|--------------|
| Business administration,marketing | 2024-present |
| Lebanese international university, Bekaa | |
- Relevant coursework: Principles of Marketing, Consumer Behavior, Digital Marketing
 - Developed marketing strategies and case study analyses as part of coursework
 - Worked on group projects involving branding and campaign development
 - Gained knowledge in market research and customer analysis

Experience

- Co-manager**
Self-employed
Co-Manager - Home-Based Brownie Business. (2024-2025)
 - Co-managed daily operations of a small-scale food business
 - Coordinated production, packaging, and order fulfillment
 - Communicated with customers and handled inquiries and orders
 - Assisted in promoting products through social media platforms
 - Contributed to pricing decisions and product presentation
- Founder**
["Upcoming sweets Business"] In Progress / [2026 - Present]
 - Developing a new food business concept, including branding and product strategy
 - Designing product offerings and pricing strategy
 - Creating social media presence