

CHARLY HRAIRY



CONTACT

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ZoukMosbeh-Kesrouane,
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PROFILE

Marketing graduate with experience in digital media performance, eager to contribute to a team and develop strong expertise in marketing and analytics

EDUCATION

○ BBA MARKETING

2020-2024
Lebanese Canadian University -
LCU

○ LEBANESE BACCALAUREATE IN ES

2020
Lycee de Ville - Zouk Mosbeh

SKILLS

- **Technical skills:** Google Analytics, Meta Ads, Google Ads, KPI analysis
- **Soft skills:** strong communication, adaptability, time management, attention to detail, proactive and self-motivated, fast learner.

LANGUAGES

- Arabic (Fluent)
- English (Fluent)
- French (fluent)

EXPERIENCE

○ SALES ASSOCIATE - CROSSFIT DBAYEH

04/2025 - 12/2025

- Assisted customers in selecting products that meet their needs
- Managed stockroom organization and inventory in collaboration with the team
- Ensured smooth daily operations and maintained a clean, well-organized environment
- Strengthened customer service, teamwork, and interpersonal communication skills

○ MEDIA PERFORMANCE INTERN - HOUSE OF COMMUNICATION MEIA PLUS

07/ 2024 - 12/2024

- Assisted in analyzing and monitoring the performance of digital media campaigns across various platforms (Facebook Ads, Google Ads, TikTok Ads, Meta Ads, etc.).
- Gained experience in tools such as Google Analytics, Facebook Ads Manager, and X Ads Manager to track KPIs
- Collaborated with the marketing team to develop data-driven strategies to increase audience engagement
- Produced detailed performance reports and presented insights to the team

○ SECURITY OFFICER - PSSA

2020 - present

- Maintain safety and security in high-traffic nightlife venues (Mezcaleria, Bar du Port, etc.)
- Manage conflict resolution and crowd control in high-pressure environments
- Developed strong situational awareness, communication, and decision-making skills