

MARKETING ENTHUSIAST / DIGITAL MARKETING PROFESSIONAL

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PROFILE

Confident young professional driven by creativity, bold ideas, and a passion for building brands that inspire, connect, and stand out. Always open to learning new things to improve overall performance and expand expertise in marketing, communication, and digital innovation.

PROFESSIONAL EXPERIENCE

Marketing Specialist - MelkiStand (Family Business)

Industrial City, Baouchrieh | November 2023 - Present

- Assisted in developing and executing marketing campaigns for brand growth and customer engagement.
- Contributed to digital content creation and social media management.
- Supported promotional strategies and strengthened brand visibility.
- Worked closely with the team to improve communication and customer outreach.
- Helped generate creative ideas to improve engagement and overall marketing performance.

EDUCATION

Notre Dame University - Louaize (NDU)

Bachelor's Degree | 2023 - 2026

Beirut Evangelical School for Girls and Boys (BESGB)

2008 - 2023

INTERESTS

Football - Playing since the age of 5, gaining leadership, commitment, discipline, and strong communication skills throughout my career. Played Division 1 professionally for Al Ahed FC.

SOFT SKILLS

- Analytical Thinking
- Adaptability
- Resilience Under Pressure
- Communication Skills
- Self-Discipline
- Problem Solving

TECHNICAL SKILLS

- AI Tools
- Microsoft Excel
- Adobe After Effects
- Adobe Photoshop
- Meta Ads Manager

LANGUAGES

- Armenian - Native
- Arabic - Native
- English - Fluent
- French - Fluent