

ZEINAB OLAYWAN

Marketing & Business Studies

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SUMMARY

Results-driven marketing graduate from the Lebanese American University with hands-on experience across social media management, digital marketing, client coordination, and community outreach. Adept at crafting compelling content, building brand visibility, and driving engagement across diverse platforms. Combines strong analytical skills with creative thinking to deliver impactful marketing solutions. Fluent in English and Arabic, with conversational French.

EDUCATION

Lebanese American University, Beirut, Lebanon Sept 2021 – May 2025
Bachelor of Science in Business Studies – Emphasis in Marketing
Relevant Courses: Brand Management, E-Marketing, Marketing Strategy, NeuroMarketing

EXPERIENCE

Nutrition Manager – Dietitian Mira Bazzi June 2025 – Apr 2026

- Led marketing and social media strategy, content creation, and audience engagement.
- Drove brand visibility and client acquisition through digital campaigns and online communication.
- Managed client coordination, records, and billing follow-ups, ensuring smooth daily operations.

MiniCamp Summer Camp Leader July 2025

- Designed and led engaging activities for kids.
- Coordinated logistics to ensure smooth daily operations.
- Supervised and supported kid safety and participation.

Customer Sales Specialist – Dietitian Reem Mawla June 2025

- Managed appointment scheduling and calendar coordination.
- Handled administrative tasks such as data entry and file organization.

CS and Clarks Feb 2025 – May 2025

- Conducted marketing campaigns to improve sales.
- Managed all social media platforms.

TWR ISO Service Provider Aug 2024 – Nov 2024

- Specialized in outreach to diverse clients.
- Initiated phone calls leveraging strong negotiation skills.

Social Media Diploma Sessions – LAU Internship (ISF) May 2024

- Delivered a three-session professional workshop for ISF members on effective social media strategies.
- Covered digital communication, content creation, public engagement, and online reputation management.

Social Media Manager – Instagram

Aug 2023 – Sept 2023

- Interpreted and evaluated social media metrics to guide strategic decisions.
- Crafted compelling and engaging content.

Coordinator Intern – iCademy Remote

Jan 2023 – Apr 2023

- Planned and hosted virtual events.
- Streamlined project workflows for improved efficiency.

Public Relations Intern – Children Cancer Center

Jun 2022 – Aug 2022

- Contributed to awareness campaigns on childhood cancer.
- Processed and verified medical invoices with attention to detail.

EXTRACURRICULAR ACTIVITIES

Unleash Your Creativity Competition – L'Oréal BrandStorm

Feb 2025

Member – Marketing Club at LAU

Feb 2025

Member – Pre-Med Club at LAU

Sept 2023

Volunteer – MMKN NGO

Sept 2022 – Sept 2023

Biology Tutor

Sept 2022

Shadowing – Pediatric Department at AUBMC

July 2022 – Aug 2022

WORKSHOPS & CERTIFICATIONS

Content Creation Certification from the Nawaya Network

June 2026

Inbound Marketing – HubSpot Academy

April 2024

Project Management – Injaz

March 2024

Citizen Summer School: Active Citizenship in Times of Crisis – USJ Beirut

Aug 2023

KEY SKILLS & COMPETENCIES

Computer Literacy: Microsoft Office 365 Suite, Adobe Suite, Canva

Languages: English and Arabic (fluent), French (Conversational)