

SHIRIN ASHI

Marketing | Advertising & PR Focus

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EDUCATION

Pakistan International School of Damascus (PISOD)

Cambridge International
IGCSE & AS-Level Curriculum

Lebanese American University (LAU)

Bachelor of Business in Marketing, Minor
in Advertising and Public Relations
2023-2026

CERTIFICATION

- ★ **PwC Middle East Corporate Sustainability ElevateMe Programme**
PwC Academy Middle East
2026
- ★ **Meta Certified Digital Marketing**
Digital Marketing Associate Certification
2026
- ★ **Certificate of Active Engagement**
Marketing Club - LAU
2023-2026
- ★ **LinkedIn Learning Community**
 - Public Relations Foundations
 - Market Research Foundations
 - Market Research: Qualitative
 - Market Research: Quantitative
 - AI and Digital Marketing Trends
 - SAP S/4HANA Essential Training
 - Common Mistakes Companies Make in Market Research
- ★ **Collaborative Institutional Training Initiative**
CITI Program
2026
- ★ **HubSpot Inbound Marketing Certification**
HubSpot
2025
- ★ **Certified Personal Trainer**
International Sports Science Association ISSA
2022

ABOUT ME

Motivated and detail-oriented professional with a strong interest in marketing research, consumer behavior, and neuromarketing. Eager to continuously learn, develop new skills, and apply knowledge in real-world environments. Known for a proactive mindset, analytical thinking, and strong adaptability in dynamic professional settings. ISSA-certified fitness trainer with a passion for health, wellness, and personal development, reflecting discipline, consistency, and a results-driven approach.

WORK EXPERIENCE

- **Marketing Research Intern**
Makhzoumi Foundation 2026 - Present
Conducting marketing research at Makhzoumi Foundation to assess labor market needs and support the development of vocational training programs. Responsible for designing surveys, collecting and analyzing data, and generating insights to improve program effectiveness and alignment with community needs.
- **Data-Entry**
Irshad and Islah NGO 2022-2023
Worked as a data entry assistant at an NGO, responsible for accurately inputting, organizing, and managing data in databases and records. Developed strong attention to detail, accuracy, and organizational skills while ensuring timely and efficient handling of information.

SKILLS

- ✓ Time Management
- ✓ Presentation Skills
- ✓ Attention to Details
- ✓ Problem-Solving Abilities
- ✓ Strong Communication Skills
- ✓ Team Work and Collaboration

ACTIVITIES

Member, Marketing Club - Lebanese American University (LAU)
Participated in marketing workshops, events, and student-led initiatives.