

YARA WEHBE

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Lebanon

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EDUCATION

Lebanese American University of Beirut (LAU) - Beirut, Lebanon **Expected graduation in June 2027**
Bachelor's Degree in Business Marketing
Merit Scholarship for Academic Excellence, CGPA: 3.7/4.0

Beirut Annunciation Orthodox College - Beirut, Lebanon **June 2024**
Lebanese Baccalaureate, Economics and Sociology

WORK EXPERIENCE

Sales Representative, Zara - Beirut, Lebanon **May. - Nov. 2025**

- Delivered professional customer service by assisting clients with product selection, sizing, and general in-store inquiries.
- Supported daily store operations through restocking, merchandise presentation, and maintaining brand standards.

Sales Representative, JlineCosmetics - Saida, Lebanon **Mar. - Mar. 2025**

- Promoted and sold cosmetic products to festival attendees, enhancing brand visibility.
- Engaged with customers, provided product recommendations, and boosted sales.

Face Model, Sallymakeupartist / JlineCosmetics - Beirut, Lebanon **Feb. 2025 / Jul. 2024**

- Participated in professional photoshoots for a makeup artist and a cosmetics brand.
- Helped promote beauty products through high quality visual content.

Summer Camp Leader, Movenpick Hotel- Beirut, Lebanon **May. – Aug. 2024**

- Supervised and engaged with children in a structured camp environment.
- Organized fun and educational activities to ensure an enjoyable experience.

Special Needs Assistant, Chrysalis Gardurie - Beirut, Lebanon **May. – Sep. 2022**

- Supervised and engaged with children in a structured camp environment.
- Organized fun and educational activities to ensure an enjoyable experience.

CERTIFICATES

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- AI and Digital Marketing Trends - LinkedIn Learning
 - Content Marketing Foundations - LinkedIn Learning
 - Marketing Foundations: Consumer Behavior - LinkedIn Learning
 - Brand and Marketing Integration – LinkedIn Learning
 - Advanced Branding – LinkedIn Learning
 - NxL Youth Empowerment Program - Nestlé x L'Oréal

AWARDS & ACTIVITIES

Recipient of the Most Working Hours Award - Beirut Annunciation Orthodox College

- *Recognized for outstanding dedication and commitment by completing the highest number of working hours during the program.*

Member, Fashion Club - Lebanese American University

- Engaged in fashion-related discussions, events, and creative projects.

Member, Marketing Club – Lebanese American University

- Engaged in marketing-related discussions, projects, and industry insights.

Member, Red Cross Club – Lebanese American University

- Participated in volunteering and humanitarian activities.

SKILLS, LANGUAGES & INTERESTS

Core Skills: Communication, Teamwork, Organization, Consumer Behavior Analysis, Market Research

Computer Skills: Microsoft PowerPoint, Microsoft Excel, Canva

Languages: Fluent in English and Arabic

Interests: Luxury Fashion and Brand Marketing, Content Creation, Beauty and Fashion Trends