

Sarah Bedran

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Education

Lebanese American University
Master of Business Administration (MBA)

Byblos, Lebanon
August 2025 - Present

Lebanese American University
B.S. in Business Marketing. GPA: 3.48

Byblos, Lebanon
December 2023

SABIS International School
High School Diploma

Adma, Lebanon
June 2019

Experience

Talent at Work

Remote

Digital Engagement & Lead Nurturing Specialist

August 2025 - Present

- Build and manage email campaigns, forms, landing pages, automation flows, and performance reports, ensuring accurate execution, tracking, and reporting.
- Update and optimize the company website, including page layout, visuals, and content to support campaign goals and lead capture.
- Plan, schedule, and publish LinkedIn content and campaigns to support brand awareness, audience engagement, and lead generation.

Remote

Operations & Customer Success Specialist

May 2024 – July 2025

- Led coordination and collaboration with partners to plan and execute training programs, ensuring smooth logistics and delivery.
- Managed operations and data systems, including database maintenance, report generation, and supporting cross-team workflows.
- Provided customer support by addressing candidate inquiries, resolving issues, and overseeing assessments to maintain a positive experience.

Energy Offshore International
Marketing Intern

Kaslik, Lebanon
August 2023

- Collaborated with graphic designers and website developers to enhance company website and company profile functionality and design.
- Optimized the company's LinkedIn profile to increase visibility and engagement within the professional network.
- Contributed to the design and creation of business cards, ensuring brand consistency and professional representation.

Leadership & Activities

MMKN (NGO)
Physics Tutor

Remote

March 2023 - May 2023

- Provided tutoring sessions to Grade 9 students in physics, ensuring comprehension of concepts and promoting academic success.
- Developed and implemented lesson plans and study strategies to meet the individual needs of each student while harboring a positive and supportive learning environment.

Order of Malta
Volunteer

Chabrouh, Lebanon
December 2019- January 2021

- Provided compassionate care and support to individuals with disabilities throughout multiple one-week camps, ensuring their mental and physical well-being.
- Collaborated in the planning and execution of various activities, events, and community outreach programs aimed at enhancing the mental well-being of patients.

Skills & Interests

Languages: English, Arabic, and French.
Technical: Microsoft 365 Applications, Pardot, Salesforce, Canva, Hostinger.
Soft Skills: Communication, Critical Thinking, Time Management, Teamwork, Leadership.
Relevant Coursework: Consumer Behavior, Integrated Marketing Communication, E-Marketing, Marketing Strategy, International Marketing, Operation & Production Management.
Hobbies & Interests: Drawing, Baking, Dance, Film, Music.