

Kareen Chamas

American-Lebanese | Beirut, Lebanon | kareenhchamas@gmail.com | +961 78 824 405 | [Linkedin](#)

EDUCATION

Lebanese American University, Beirut, Lebanon Bachelor of Science in Business with Emphasis in Marketing	May 2022 - June 2025
Saddleback College, Mission Viejo, California, USA Completed two academic years toward Business Degree	December 2021

WORK EXPERIENCE

Annahar Newspaper, Beirut, Lebanon	July 2025 - October 2025
Social Media Team Intern	

- Manage and schedule content across various social media platforms, including Instagram, X, Facebook, TikTok, LinkedIn, and YouTube.
- Support the development and execution of social media strategies to increase engagement, brand awareness, and audience growth.
- Collaborate closely with designers, copywriters, and the marketing team to ensure brand consistency across all digital channels.
- Create, edit, and publish engaging posts, stories, and videos tailored to each platform.
- Monitor social media trends, track competitor activities, and identify emerging topics.

Gustav – Pastry Shop, Beirut, Lebanon	Jan 2023 - December 2024
Marketing Team Member	

- Created engaging content for all social media platforms, enhancing brand awareness and customer engagement.
- Developed marketing strategies to increase customer reach and brand visibility.
- Managed various marketing projects and tasks, ensuring smooth execution of events and partnerships.
- Identified and secured partnership opportunities with coffee shops and other businesses, expanding product distribution and increasing brand exposure.
- Supported daily store operations, assisted customers, handled sales activities, and gained valuable insights into consumer behavior and market trends.

SKILLS

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| - Microsoft Office (Word, Excel, PowerPoint) | - Communication and Teamwork |
| - Problem solving and Critical thinking | - Social Media Management |
| - Canva, Photoshop and Capcut | - Sales and Customer Service |

LANGUAGES

- Arabic: Native
- English: Fluent