

Nadine Naji

+961 70 994 415 · nadineenaji@gmail.com · <https://www.linkedin.com/in/nadinenaji23>
West Bekaa, Lebanon

ADVERTISING AND MARKETING

Motivated and results driven Digital Marketing professional with training in digital marketing, advertising, and social media marketing. Experienced in helping local businesses improve their online presence, increase brand awareness, and reach wider audiences through strategic marketing initiatives. Skilled in content creation, social media management, digital advertising, audience engagement, and marketing strategy. Passionate about staying updated with industry trends and applying creative solutions to achieve business growth.

KEY COMPETENCIES

Digital Marketing Strategy	Social Media Accounts Management	Market Research
Search Engine Optimization (SEO)	Social Media Insights Analysis	Communication Skills
Search Engine Marketing (SEM)	Social Media Growth Strategies	Time Management

EDUCATION AND CERTIFICATIONS

CIS College **Oct 2024**

Advertising and Marketing

Completed a professional training program in digital marketing and advertising at CIS College. The program covered key areas including social media marketing, digital advertising, content creation, branding, and campaign planning. Developed practical skills in managing online marketing strategies and understanding audience behavior across digital platforms.

Additional Courses & Training **Jan 2025 - Present**

Project Management Assistant

Completed supplementary training in digital marketing and social media-related topics, focusing on content creation, online branding, SEO fundamentals, and advertising strategies. Also developed academic knowledge in social sciences, including research methods, data analysis, and statistics, strengthening analytical and critical thinking skills relevant to marketing and audience research.

Bachelor in Social Sciences **Sep 2025 - Present**

Lebanese University

Currently a first-year student in Social Sciences at the Lebanese University. Studies focus on understanding social behavior, institutions, and society through academic research methods. Coursework includes social research methods, statistics, data analysis, and informatics tools such as Microsoft Excel. Developing strong analytical and critical thinking skills used for interpreting data and understanding social and consumer behavior.

PROFESSIONAL EXPERIENCES

- Collaborated with multiple local businesses to enhance brand visibility and strengthen their online presence.
- Managed social media accounts and developed engaging content for various digital platforms.
- Planned and executed digital marketing campaigns to increase audience reach and customer engagement.
- Maintained consistent brand messaging across social media and online channels.

SKILLS

- Google Ads (basic campaign setup and targeting)
- Meta Ads (Facebook & Instagram Advertising)
- Audience Targeting & Retargeting
- Canva (post design, stories, marketing visuals)
- Meta Business Suite
- Instagram Insights & Facebook Insights analysis
- MS Office

Community Volunteer

Lebanese Redcross Youth **2023 - Present**