

PROFILE

Marketing and sales professional with hands-on experience in retail management, digital marketing, and customer relationship management. Strong background in social media marketing, sales analysis, and brand promotion, with proven ability to drive sales growth and build long-term customer relationships.

EXPERIENCE

Game Gate | Founder & E-commerce Manager

2019 – Present

- Founded & managed online sales operations for gaming and electronic products, including pricing, inventory, and customer relations
- Created and managed social media advertising campaigns
- Analyzed sales data to identify trends and increase profitability

Platinum Games – Beirut | Store Manager

2019 – Feb 2025

- Oversaw store operations, inventory, pricing, and customer relationships
- Implemented marketing processes to improve sales efficiency
- Built strong relationships with customers, suppliers, and vendors
- Analyzed sales performance to optimize revenue and profitability

Games Land – Beirut | Sales Associate

2018 – 2019

- Promoted and sold products while maintaining positive customer relationships
-

UNIVERSITY INTERNSHIP

Games Land – Beirut | Marketing & Sales University Internship

Summer 2025

- Supported social media marketing, sales campaigns, and in-store promotions
 - Analyzed customer behavior and sales data to improve engagement and marketing strategies
-

EDUCATION

BS in Business Marketing

Beirut Arab University (BAU), Lebanon | **2022 – 2026**

Lebanese Baccalaureate – Sociology & Economics

Lycée du Musée, Beirut | **2021 – 2022**

SKILLS

Digital Marketing | Social Media Management | Sales Analysis | Customer Relationship Management | Merchandising | Communication | Teamwork

TOOLS & PLATFORMS

Meta Business Suite | TikTok Business Tools | Instagram & Facebook Marketing | Content Creation (Canva & CapCut) | Google Analytics | Microsoft Excel & PowerPoint | Google Workspace

CERTIFICATE

Integrating AI into Digital Marketing. LAU ACE, 2026

Unlocking Success: Empowering Mindset for Business Growth (SPI), 2023

LANGUAGES

Arabic, English, French