

Mona Salami

Digital Marketing Undergraduate

Beirut, Lebanon · +961 03 626 340 · Date of Birth: October 6, 2005

PROFILE

Motivated and creative Digital Marketing undergraduate with a strong academic foundation. Combining data literacy, backed by Google-certified training, with real-world customer service skills developed at Dunkin' Donuts, I bring a unique blend of analytical thinking and people-first communication to every role. I'm seeking an opportunity where I can contribute and develop my marketing skill set, and grow within a dynamic, forward-thinking team.

EDUCATION

Bachelor's of Digital Marketing and Advertising

Lebanese University, Beirut October 2024 – Present

Core modules: Digital Marketing Strategy · Consumer Behavior · Marketing Analytics · Brand Management · Social Media Marketing · Content Strategy · SEO · Strategy, brand & growth · Email marketing & CRM · Mar Tech, platforms & tools · Emerging & AI-powered marketing · Public Relations

Baccalaureate – Economics & Sociology

Al Amlieh High School, Beirut 2023 – 2024

WORK EXPERIENCE

Barista | Dunkin' Donuts

2023 – 2024 · Beirut, Lebanon

- Delivered consistently high-quality customer service in a fast-paced, high-volume environment, maintaining product standards and brand presentation.
- Developed strong communication and interpersonal skills by engaging with a diverse, daily customer base.
- Collaborated with team members to ensure smooth shift operations, contributing to a positive and efficient work atmosphere.
- Gained firsthand insight into retail consumer behavior, brand loyalty, and the importance of customer experience in driving repeat business.
- Handled cash transactions, demonstrating reliability and attention to detail.

CERTIFICATIONS

- Google Data Analytics Certificate — Google / Coursera
- Google Search Ads 360 Certificate — Google skill shop
- Google Display & Video 360 Certificate — Google skill shop

SKILLS

Digital Marketing	SEO fundamentals · Social media strategy · Email marketing · Campaign planning
Analytics & Data	Google Analytics · Consumer insights
Design & UX	User experience principles · Visual communication
Communication	Copywriting · Storytelling · Presentation skills · Customer engagement · Cross-cultural communication
Soft Skills	Fast learner · Detail-oriented · Creative thinking · Team collaboration · Time management · Adaptability
Tools & Tech	Microsoft Office Suite · Canva · Adobe Illustrator · Adobe After Effect · CRM Automation

LANGUAGES

Arabic – Native

English – Professional Working Proficiency

INTERESTS & GOALS

Passionate about the intersection of creativity and data in modern marketing. Keen interest in brand storytelling, consumer psychology, and emerging digital platforms. Eager to apply academic knowledge and certified skills in a real-world marketing environment, with the long-term goal of building a career in digital marketing.