

SARAH FARHAT

ADVERTISING MAJOR

I am a fresh Advertising graduate from Lebanese International University, passionate about creative strategy, storytelling, and consumer psychology. Skilled in Adobe Creative Suite and social media content creation, with 12+ academic projects across branding, PR, marketing and advertising. Seeking internship opportunities to apply fresh, impactful ideas that connect brands with their audiences.

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EDUCATION

Rosary School Muwaileh | 2007 - 2012

American International School | 2012 - 2016

Al Asr International School | 2018 - 2022

Lebanese International University | 2022 - 2026

CERTIFICATES

Bachelor of Arts in Advertising
Lebanese International University
Completed June 2026 | Degree Pending

WORK EXPERIENCE

Digital Marketing & Branding Intern
Ten Miles Agency — Lebanon
March 2026 – July 2026

- Created, edited, and published social media content across multiple platforms.
- Wrote engaging captions aligned with brand voice and marketing objectives.
- Assisted in branding projects and maintained brand consistency across digital channels.
- Created and edited motion graphics and video content using Adobe After Effects.
- Uploaded, scheduled, and managed content on TikTok and other social media platforms.
- Assisted with website content management by uploading and updating website content.
- Worked with marketing automation tools to support campaign management and workflow efficiency.
- Analyzed SEO data and performance metrics to improve content visibility and search performance.
- Applied GEO (Generative Engine Optimization) and AEO (Answer Engine Optimization) principles to enhance content discoverability.
- Monitored content performance and contributed ideas to improve audience engagement and growth.
- Collaborated with the marketing team on digital marketing campaigns and content strategies.
- Assisted in the development of an online marketing course by editing instructional videos in CapCut.
- Enhanced course videos with captions, transitions, graphics, and visual effects to improve learner engagement and content quality.
- Organized and refined course materials to ensure content was clear, professional, and aligned with the course objectives.
- Communicated directly with clients through professional messaging to provide updates, gather requirements, and address inquiries.
- Participated in client meetings, contributing to project discussions, understanding client needs, and supporting presentations and follow-up actions.

SKILLS

- Creative Strategy & Brand Storytelling
- Campaign Planning & Content Creation
- Copywriting for Ads & Social Media
- Storyboard Writing & Visual Direction
- Market Research & Audience Analysis
- Social Media Management (Instagram, TikTok, Facebook)
- Team Collaboration & Pitching Skills
- Content Creation
- Caption Writing and Branding
- Digital Marketing
- SEO
- GEO & AEO
- Marketing Automation

TECHNICAL SKILLS

- Adobe Photoshop, Illustrator & Premiere Pro
- Photography & Video Editing
- Microsoft Word, Excel & PowerPoint
- Canva & Google Workspace

LANGUAGES

- Arabic (Fluent)
- English (Fluent)
- French (Basics)