

ZAINAB KINYAR

Digital Marketing | Social Media Marketing | Content Creation | SEO

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PROFESSIONAL SUMMARY

Motivated and adaptable Marketing graduate seeking an opportunity to gain practical experience and develop professional skills in the marketing field. A fast learner with strong communication, teamwork, and organizational skills, eager to contribute to a professional team while continuously learning and growing.

WORK EXPERIENCE

Private Tutor

2023 – 2026

Independent Academic Support

- Provided personalized academic support to students across multiple grade levels, adapting teaching methodologies to individual learning styles.
- Managed scheduling, lesson planning, and maintained proactive communication with students and families.
- Developed strong interpersonal communication, time management, and organizational competencies.

Customer Service Representative

2023 – 2024

Instagram Clothing Page

- Handled customer inquiries, direct messages, and order follow-ups professionally via Instagram.
- Provided detailed product information, guided purchase decisions, and resolved customer service issues efficiently.
- Cultivated strong customer relations, problem-solving, and communication skills in a fast-paced retail environment.

EDUCATION

Bachelor's Degree in Marketing

2023 – 2026

Lebanese University

SKILLS

- **Marketing & Digital:** Digital Marketing Strategy, Social Media Marketing, Content Creation, SEO Fundamentals
- **Tools & Software:** Microsoft Word, Excel & PowerPoint
- **Professional Skills:** Communication, Teamwork, Fast Learning & Adaptability, Time Management, Organization, Problem Solving

CERTIFICATIONS

Digital Marketing Certification — HubSpot Academy

July 2026

- Learned digital marketing and inbound marketing strategies, SEO, content creation, website optimization, and social media strategy.

Social Media & Marketing Level 1 — DOT Lebanon & UNICEF

Nov 2025

- Focused on fundamentals of social media marketing, content creation, and audience engagement strategies.

Leadership Skills (Steer Your Career Program) — INJAZ Al-Arab

Aug 2025

- Gained core competencies in leadership, teamwork, cross-functional communication, and problem-solving.

LANGUAGES

- **Arabic:** Native | **English:** Fluent