

Maysaa Awada

Beirut, Lebanon | +961 79 144045 | mha071@usal.edu

Profile

Motivated and results-driven **Digital Marketing graduate** with hands-on experience in sales, customer service, and digital campaigns. Skilled in **brand strategy, social media management, website design, and digital advertising**. Adept at working in teams to deliver **creative, data-driven solutions** that enhance customer engagement and business growth.

Education

Bachelor in Digital Marketing

University of Sciences and Arts in Lebanon (USAL) | *Graduated 2022*

Professional Experience

Sales & Cashier | Khezenit Mira | 2023 – 2024

- Managed sales transactions and processed payments with accuracy
- Delivered **excellent customer service** in a fast-paced retail environment
- Assisted in **visual merchandising and product display** to enhance sales
- Built strong **customer relationships**, fostering repeat business

Sales & Cashier | Boutique Iman | 2025

- Handled customer inquiries and processed daily transactions
- Supported **inventory management and product organization**
- Collaborated with team members to maintain **high service standards**
- Promoted products and upsold services to **maximize revenue**

Sales & Cashier | Look Chic | 2025-2026

- Assisted customers with product selection and completed sales transactions
 - Ensured **smooth communication** between sales floor and management
 - Maintained **clean and organized displays** to enhance brand image
 - Contributed to team efforts to achieve **monthly sales targets**
-

Professional Projects

Digital Marketing Course Project | USAL | *Fall 2025 – 2026*

- Analyzed a real-world marketing failure and proposed an **optimized digital strategy**
- Used **audience segmentation, SEO, and the PREAN funnel** to enhance engagement and conversions
- Delivered project as part of a **team-based assignment**, ensuring collaboration and strategy alignment

Web Design Project | USAL | *Spring 2025 – 2026*

- Designed a **responsive website for a clothing and electronics shop** using Bootstrap Studio
- Added multiple **categories, products, and visual elements** for optimal UX
- Focused on **user-friendly navigation and digital accessibility**

Social Media Project | USAL | *Spring 2025 – 2026*

- Served as **brand strategist** for a major digital campaign
 - Designed a **package of reels and posts** to increase brand awareness
 - Worked in a **team environment**, coordinating creative and technical tasks
-

Skills

- **Digital Marketing:** Social Media Strategy, SEO, Brand Strategy, Digital Campaigns
- **Web & Design Tools:** Bootstrap Studio, Canva (basic), Visual Content Creation
- **Computer Skills:** Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- **Languages:** Arabic (Native), English (Fluent)
- **Soft Skills:** Teamwork, Communication, Customer Service, Attention to Detail