

KAREN MASRY

Marketing Internship / Entry-Level Marketing Role

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SUMMARY

Second-year Marketing student at the Lebanese University with a strong academic foundation (GPA: 80). Experienced in mentoring and workshop participation with a focus on marketing, project management, social media, and graphic design. Passionate about digital marketing and content creation with hands-on experience in TikTok and Instagram marketing.

EXPERIENCE

Mentor

Injaz Lebanon

📅 2024 📍 Lebanon

Mentored students through various entrepreneurial and soft skills programs. Guided youth in developing leadership, communication, and critical thinking skills as part of community-based initiatives.

Participant – Project Management Training Workshop

Teach for Lebanon (under Access Alumni Mini Grants)

📅 2022 📍 Lebanon

Completed hands-on training in project management fundamentals including planning, budgeting, team collaboration, and execution.

Content Creator – Instagram & TikTok

Personal Account-edutown.lb

📅 2024 📍 Lebanon

Created short educational videos discussing marketing concepts in a simple and visual way. Built engagement using storytelling, trends, and platform strategies to grow visibility and share knowledge.

EDUCATION

Bachelor of Business Administration – Marketing

Lebanese University – Faculty of Economics and Business Administration (Branch 4)

📅 2024 - 2026

GPA
80 / 100

KEY ACHIEVEMENTS

- 🔹 Selected for and actively contributed as a mentor in a national entrepreneurship program with Injaz Lebanon.
- 🔹 Completed multiple certifications from LinkedIn Learning and PMI in marketing and digital content creation.
- 🔹 Participated in a Project Management Workshop supported by Teach for Lebanon and the Access Alumni program.
- 🔹 Created original marketing concept videos on Instagram and TikTok, building engagement and improving public speaking and digital storytelling skills.

SKILLS

Social Media Marketing Content Creation & Video Editing

Project Management Graphic Design & Layout

Leadership & Mentoring Teamwork & Communication

TikTok & Instagram Reels Strategy

COURSES

Marketing Foundations –
LinkedIn Learning / PMI

Social Media Marketing
Foundations – LinkedIn
Learning

Social Media Marketing
Strategy: TikTok & Instagram
Reels – LinkedIn Learning

Entrepreneurial Mindset – Injaz
Lebanon

Career Success – Injaz Lebanon