

Sirine Zahreddine

Chouf, Lebanon | +961 81 685529 | zahreddinesirine@gmail.com | [LinkedIn](#)

EDUCATION

High School

Raja College | Kfarqatra, Lebanon

SEP 2022 – MAY 2023

- Earned **Lebanese General Secondary Certificate with an overall grade of 15.677 (GOOD)**.
- Demonstrated strong performance in Sociology and Economics, reflecting a solid understanding of social sciences and economic principles.
- Achieved consistent results in core subjects, showcasing analytical and critical thinking skills relevant to higher studies.

EXPERIENCE

Freelance Social Media Marketer

Heritage Motors | Kuwait, Remote

Sept 2024 – Present

- Managed Instagram strategy for Heritage Motors, a luxury auto restoration garage.
- Created high-quality reels, transforming raw footage into engaging content.
- Engaged with the online community to build customer loyalty and strengthen brand trust.
- Increased organic reach and inquiries by 20% through strategic hashtags and timing.

Social Media Coordinator

C-solutions Marketing Agency | Semkanieh, Lebanon

March 2025 – June 2025

- Managed content across Instagram and Facebook (using Meta Business Suite) and TikTok.
- Edited short-form videos and reels, tailored for platform-specific trends.
- Planned weekly content calendars and coordinated feedback with the team.
- Worked across multiple industries including healthcare, adapting tone and visuals to each brand.
- Optimized captions, hashtags, and posting times to boost engagement across various industries.

Social Media Marketing Intern

JA Digital Marketing Agency | Kfarhim, Lebanon

JULY 2024 – SEPT 2024

- Managed social media accounts for multiple clients, driving high engagement and fostering strong client relationships.
- Achieved average engagement rates of 3% on Facebook and 5% on Instagram.
- Created high-quality video content with an average of 1,500 views per video on Instagram and TikTok.

Social Media Marketing Intern

MRKTCO Agency | Remote, Lebanon

JAN 2024 – JUNE 2024

- Collaborated with senior digital marketers to design and execute social media strategies and ad campaigns on Meta Business Suite.
- Assisted in audience segmentation and setting campaign objectives and goals.
- Optimized ad targeting and performance metrics for better results.
- Contributed to the development and improvement of ad creatives.
- Analyzed campaign data and performance metrics for continuous improvement.

Content Creator

Apex Academy | Kfarhim, Lebanon

NOV 2023 – JUNE 2024

- Created content for various academy events on social media.
- Optimized content for better reach and increased exposure for the academy.
- Developed call-to-actions and other promotional strategies.
- Used trends and insights to increase engagement and visibility.

Tutor

Apex Academy | Kfarhim, Lebanon

NOV 2023 – JUNE 2024

- Tutored English, Arabic, Math, and Sciences to grades 4-6.
- Developed tailored lesson plans to enhance student proficiency.
- Employed interactive activities to boost engagement and learning.
- Provided constructive feedback, leading to improved test scores.
- Adapted teaching methods to meet individual learning needs.

CERTIFICATES

- **Meta Social Media Marketing Professional Certificate** | Meta NOV 2023 - JAN 2024, Online
- **Fundamentals of Sales and Marketing, with Goldman Sachs 10,000 Women** | Goldman Sachs JAN 2024 - FEB 2024, Online

KEY SKILLS

- **Tools:** Meta Business Suite, Canva, CapCut, PowerPoint, Excel, Google Sheets
- **Social Media:** Content Creation, Reels & Stories, Caption Writing, Hashtag Strategy, Audience Engagement, Post Scheduling
- **Soft Skills:** Communication, Teamwork, Task Management, Critical & Analytical Thinking, Attention to Detail, Adaptability

LANGUAGES

- English (*Native Language Level, C2*)
- Arabic (*Mother Tongue*)