

# Carine Chahine

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## Profile

Passionate about making impactful digital marketing strategies and translating creative concepts into successful campaigns through data-driven insights and innovative approaches

## Work Experience

Customer service – Pearl of Beirut

January 2024

Responsibilities:

- Managing Incoming Calls and Emails: Handled a high volume of incoming calls and emails from customers and clients.
- Front Desk Operations: Managed front desk operations, including greeting visitors, signing in guests, and maintaining an organized reception area.

Achievements:

- Gained confidence and improved my communication skills by interacting with customers daily .

## Education

Bachelor in Marketing – Lebanese University

Present

Senior project - The impact of e-marketing on the customer's decision – Grade: 16.5/20:

- The importance of sharing on social media.
- How online promotions improve sales.
- How online feedbacks affect businesses.

## Certificates

Digital marketing bootcamp - Municipality of Ghobeiry  
18 hours intensive program:

March 2024

- Used business suite platform to manage profile and advertisements.
- Content creation to gain profile impressions.
- Identified the target audience based on the product.

Social media implementations session- LU marketing club

February 2024

## Projects

Managed an Instagram Business account – Carine's Closet:

- Developed engaging content for Instagram, including posts, stories, and reels, that aligns with the brand's image and objectives.
- Engaged with followers through comments, direct messages, and interactions.
- Planned, created, and managed Instagram advertising campaigns, including sponsored posts, stories ads, to reach target audiences

## Languages

- English good
- French Professional
- Arabic Native