

# SARAH SAFWAN

## Digital Marketing & Content Creation Specialist

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[Linkedin: linkedin.com/in/sarahaafwan](https://www.linkedin.com/in/sarahaafwan) | [Portfolio:sarahaafwan.github.io](https://github.com/sarahaafwan)

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### ABOUT ME

Digital Marketing and Content Creation professional with experience in content strategy, social media management, content marketing, podcast production, and blogging. Founder and manager of multiple digital platforms focused on personal development, education, and lifestyle content. Certified in Digital Marketing, SEO, Social Media Marketing, Email Marketing, Digital Advertising, and Inbound marketing, with strong communication, research, and storytelling skills.

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### EDUCATION

#### Bachelor's Degree, Business Administration - 2026

Lebanese University - Faculty of Business Administration & Economic Sciences

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### WORK EXPERIENCE

Thy Academia | Founder & Content Creator | Remote | 2022-2025

- Founded and managed a blog and social media platform focused on student mental health, productivity, and personal development, publishing 10+ educational articles.
- Created and distributed 50+ pieces of digital content across blog and social media platforms to support audience growth and engagement.
- Developed content strategies and editorial calendars that maintained consistent publishing for over 3 years.

The Sae Talk Podcast | Creator & Host | Remote | 2026-Present

- Created and host a podcast focused on personal growth, healing, literature, and self-development.
- Research, script, record, edit, and publish podcast episodes.
- Manage podcast branding, promotion, and audience engagement.
- Produce supporting digital content for social media platforms.

Independent Content Creator | Remote | 2026-Present

- Create lifestyle, personal development, and educational content across social media platforms.
- Develop content strategies and series-based content to increase audience engagement.
- Produce and edit photo, video, and written content for digital audiences.
- Create content supporting podcast promotion, personal branding, audience engagement, and platform growth.

Life Sculptor | Research Volunteer | Remote | 2022-2023

- Assisted with psychology-related research projects and educational initiatives.
- Conducted literature reviews, information gathering, and research support activities.
- Gathered, evaluated, and synthesized information from 30+ academic and professional sources to support project objectives.

Substack | Writer & Publisher | Remote | 2026-Present

- Publish long-form content focused on personal development, education, books, and lifestyle topics.
- Create content strategies to increase readership and audience engagement.
- Apply storytelling, copywriting, and content marketing techniques in written publications.

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## CERTIFICATIONS

SEO Certificate | HubSpot Academy | 2026

Digital Advertising Certificate | HubSpot Academy | 2026

Social Media Marketing Certificate | HubSpot Academy | 2026

Email Marketing Certificate | HubSpot Academy | 2026

Inbound Certificate | HubSpot Academy | 2026

Content Marketing Certificate | HubSpot Academy | 2026

Fundamentals of Digital Marketing Certificate | Google | 2026

C2 Proficiency Certificate | EFSET | 2025

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## SKILLS

- Content Creation
- Content Marketing
- Digital Advertising
- Social Media Management
- Copywriting
- Research & Analysis

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## LANGUAGES

Arabic: native

English: Fluent/C2 Proficient