



# HIBA HNEIN

## MARKETING COORDINATOR

### EXPERIENCE

#### Marketing Coordinator - Le Royal Beirut (September 2015-Current)

- Digital online marketing (managing online campaigns)
- Offline marketing
- Managing local press and media contacts
- Establishing data collection through targeted online campaigns
- Setting weekly marketing plans for the content on social media
- Managing social media platforms: Facebook, Instagram, Twitter and Youtube
- Community management for the social media platform
- Sending online newsletters via a newsletter manager
- Shopify "E-Commerce": Maintaining all necessary updates (content, analytics, amendments, etc.)
- Coordinating with the marketing manager and designer for setting new image identity and guidelines
- Organizing the production of proofs and liaising with suppliers
- Press release dispatching to local and international media
- OnSign: Updating visuals for hotel screens

#### Sales Executive Training - Le Royal Beirut (June-September 2015)

- Coordinate various marketing projects
- Promote events to clients

#### F&B Chef de Rang - Le Royal Beirut (December 2014-September 2015)

- Assist the Marketing Manager in organizing projects and promotional events

#### Rooms Division / Housekeeping - Le Royal Beirut (June-August 2014)

- Conduct hotel inspections
- Supervise housekeeping duties

#### Front Desk - Le Royal Beirut (September-November 2014)

- Conduct all reception duties including guest check in/out

### EDUCATION

#### Université Saint Joseph (USJ) 2011-2015

Bachelor in Business Administration & Economics specialized in Hotel Management & Tourism

#### Lycée Officielle, Ghazir 2009-2011

Lebanese Baccalauréate part II - (Sociology & Economics)

Throughout my experience across several fields, the major focus of my career has been within marketing. As an active team member, I have learnt major tasks and look after virtually every marketing task such as; Developing strategic campaigns and promoting hotel products/services. My aim is to always gain experience and grow personally and professionally.

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LinkedIn Hiba Hnein

Kfour, Keserouan, Lebanon

Languages

Arabic, French and English

Nationality

Lebanese

Certificates/Awards:

Leadership and Managerial Skills

Barista Maestro

Team Work Building

Royal Customer Care

Hygiene & Security