

Hiba Hoteit | Social Media & Marketing Manager

Email: Hiba-hoteit@hotmail.com

Phone: +96170576830

LinkedIn: [Hiba Hoteit](#)

Personal Statement:

I'm a results-oriented Social Media and Marketing Manager, holding an MSc in Public Relations and Corporate Communication, along with certifications from renowned companies like L'Oréal and HubSpot. With a solid background in leading a digital marketing team and managing a variety of client accounts, I drive strategies that resonate with brand identity and stay up-to-date with market trends.

My background covers a wide range of areas, including social media management, strategy development, content creation, influencer marketing, and executing full-funnel campaigns across both ATL and BTL channels. I excel in competitor analysis, spotting growth opportunities, and enhancing digital presence through thorough audits of websites, social media platforms, and apps. I'm also experienced in crafting and distributing press releases, media kits, and PR materials, and I leverage a strong network of industry professionals and influencers to boost brand visibility.

With a solid understanding of diverse industries and their markets, I ensure clear client-team communication for effective collaboration and measurable impact. Passionate about performance marketing, I use data-driven insights to continuously refine strategies and drive results.

Work Experience:

Social Media & Marketing Manager | Colorcode Creative Agency Full-time | December 2022 till Present:

- Lead the digital marketing team and oversee the management of diverse client accounts.
- Conduct competitive research to inform strategic planning and idea generation.
- Develop and implement tailored digital marketing strategies based on client goals.
- Develop and create campaigns for social media.
- Write, edit, and publish engaging content across digital platforms.
- Stay up to date on clients' industries, markets, and competitive landscapes to deliver informed recommendations.
- Analyze client performance data to identify growth opportunities and areas for improvement.
- Coordinate and execute ATL and BTL marketing campaigns and brand events.
- Create and distribute press releases, media kits, and public relations materials.
- Audit websites, social media profiles, and mobile applications to provide strategic marketing consultations.
- Build and maintain relationships with industry professionals and key influencers.
- Facilitate communication between clients and internal teams to ensure alignment and seamless execution.
- Coordinate companies' participation in international exhibitions and events.

Content Creator | The 961 Blog Part-Time | August 2022 till December 2022

- Researched trending topics to develop timely video concepts with voice-over and supporting written content.
- Filmed, edited, and produced short-form videos for platforms including Reels and TikTok.
- Monitored social media channels to track performance and audience engagement.

Content Creator and Digital Marketing Executive | Amideast Lebanon Full-Time | March 2022 till May 2022

- Conducted market research and trend analysis in project management, data analysis, Python programming, and UX design to support strategic decision-making.
- Managed administrative tasks to streamline daily operations and maintain efficient workflows.
- Designed and created engaging social media content for Instagram and Facebook to boost audience interaction and strengthen brand visibility.

Education:

- **Lebanese University 2019-2022:** Bachelor's Degree in Public Relations and Corporate Communication
 - **Lebanese University 2022-2023:** Master's Degree in Public Relations and Corporate Communication
-

Certifications and Training:

- Empowerment Growth Program for L'Oréal for Youth in collaboration with NXL
- Direct Mail & Email Best Practices That Drive Holiday Sales – NP Digital
- Social Media Marketing Certificate – HubSpot Academy
- Certificate of Participation: Storytelling Workshop at Loyac Lebanon and Black Unicorn
- Certificate in Environmental Competition – BALU
- Certificate of Participation: Webinar on the 7 Habits of Highly Effective People – ALF