

# Layal Hossary

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I aim to become a strategic marketer and communication specialist where I can grow and challenge myself to benefit others.

## EXPERIENCE

### **Inflexion Tech, UAE – Marketing Executive**

July 2020 - January 2021

- Handled all the company's marketing and PR efforts
- Worked with customers to produce customer success stories
- Planned and executed 3 webinars and 1 event
- Started the company's CRM database & managed MailChimp
- Developed unique website landing pages
- Developed quarterly marketing plan
- Worked on renovating the company's website to design a new customer experience

### **Interesting Times, Beirut – Junior Account Executive**

September 2019 - PRESENT

- Handled the agency's biggest account, SACO KSA.
- Created project briefs & creative briefs for the retailer's major campaigns & presented the briefs to all involved teams
- Worked on & presented creative proposals to the client
- Maintained contact with the client at every stage of the campaign
- Prepared client reports on a weekly basis
- Handled the project of revamping of SACO's website along with a SAP immigration task
- Worked on the rebranding of SACO, KSA
- Maintained relationships with third party clients such as production houses & production suppliers

### **Al Sraiya Holding, Beirut — Social Media Strategist**

August 2018 - August 2019

- Created digital marketing strategies for hotels in Doha and London in addition to several other companies within the holding group
- Implemented a social media marketing strategy for the launch of WYCON Qatar
- Created digital brand identities for several accounts
- Designed and implemented teaser and revealer campaigns for new projects such as Staybridge Suites Doha Lusail
- Implemented organic seeding techniques, which considerably increased accounts' organic reach
- Conducted monthly online campaigns and studied relevant marketing KPIs
- Utilized Google Adwords, Facebook Ads, and social media tools such as Hootesuite

## SKILLS

- Proficient with MS Word, Excel, Access, and Powerpoint
- Facebook Ads manager
- Google analytics, Google Adwords
- Trained in SEO, visual basic, Megastat, SQL
- An expert in social media analytics and tools

## Special Skills

- Charismatic and confident public speaker
- Multitasker
- Excellent at time management
- Thrives when working in teams
- Bookworm & aspiring writer

## LANGUAGES

Fluent in English and Arabic with beginner conversational skills in French.

- Prepared monthly social media reports
- Created online content such as visuals and videos
- Prepared monthly Newsletter for Al Sraiya Hospitality

### **Moodfit Interior Design, Beirut — *Digital Marketing Intern***

August 2017 - January 2018

- Created an online social media strategy and implemented it

Increased the followers on Instagram media by a 1,000 in 2 months only organically

- Started the company's blog and posted two lifestyle and design blog posts per week
- Conducted market research concerning consumer habits in the Middle East, GCC, and UAE countries
- Implemented SEO strategies
- Designed the customer's experience using online personas and customer empathy maps

### **Solidere, Beirut — *Marketing Intern***

June 2017 – August 2017

- Handled the two social media accounts Beirut Souks and Saifi Village for two months each
- Conducted market segmentation
- Increased online engagement with target audience
- Analyzed social media data
- Conducted online campaigns
- Created content in the form of photos and videos
- Created a content calendar for three months
- Worked as a copywriter on created content

## **EDUCATION**

### **American University of Beirut, Lebanon — *BBA***

SEPTEMBER 2015 - JUNE 2018

Bachelor of Business Administration with an emphasis in Marketing

## **Certifications**

### **Fullbridge U Program Certification**

A career preparedness course focused on effective communication, teamwork, design thinking, and critical work management skills.