

# asma hoballah hamdan

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## ABOUT ME

\*2009 -2008

**MBA International Marketing (European University) Munich - Germany**

\*2006 -2003

**BA Graphic Design - Print (Lebanese American University) Beirut - Lebanon  
Honor List Student**

\*French & Lebanese Baccalaureate

\*Lebanese, 37 , Arabic, French, English

\*Adobe family, Excel, Word, PowerPoint, ect.

\*I love Print, Traveling, yoga, gym, books, food, party, designs, architecture....

**SPIRITUAL GANGSTER \*Yoga & Reiki Therapist**



## Professional Experiences

**May 2018 – May 2020 | FONDATION DIANE**

**Marketing, communication & creative director**  
*Create Digital Content, develop and implement marketing campaign, all the designs of the company.*

**May 2017 – 2011 | DAS DESIGN STUDIO**

**Communication, Graphic design and Social Media creation**

**\*Freelancer for Snowball S.A.R.L - PLUM**

Design and Illustrations for the new collection each & every season

**\*\*Freelancer for Bokja Design**

Ambassador, marketing and graphic design to the brand in Lebanon, ME and Europe.

**\*\*\*Freelancer for Sabbah Media Corporation**

Graphic design and animations for Lebanese, and Egyptian movies

**December 2010 – May 2011 PLUM CONCEPT STORE**

**Communication, Graphic Designer and Creative Director**  
Working as a graphic designer for all kind of print projects: labels, cards, window displays, layout for magazines, trunk shoes and events identities, display and prints for the concept store, ect...  
Visual Merchandising and window displays for the three different shops.

*\*Visual Merchandising and Graphic design on whole identity for the Grand Opening of Lanvin, Balmain & Isabel Marant In Beirut, Lebanon*

**May 2009 - November 2010 | PLASTIC MAGAZINE**

**Marketing, Graphic Designer and Creative Director**  
*Creating a whole image, layout & identity of the magazine.*

**June 2007 – January 2008 | SABBAH MEDIA CORPORATION**

**Graphic Designer**

Responsible for handling various designs and animations to CD'S and DVD 'S, due to a wide distribution worldwide; working with TV platform and theatrical movies for the Middle East, and operate directly with clients.

**March – June 2006 | STO'BERRY DESIGN**

**Graphic designer**

I was responsible, with a team of two girls, for handling all kind of design projects, after direct negotiations with the clients.  
(All print works included: Magazine design, Book design, flyers, brochures, menus, business cards, posters, ect..)

**July – February 2005 | SABBAH MEDIA CORPORATION**

**Graphic Designer**

**February – June 2002 | GRAPHIC SHOP**

**Graphic designer**

Working in all the departments of designs. Design for logos, posters, weddings cards & all other print works.

**June – August 2002 \ ANIS PRINTING PRESS**

**Internship**

I was trained to learn all the printing techniques and its Process

## Activist and Volunteer

**\*LEBANESE BREAST CANCER FOUNDATION**

(AUBMC Lebanon)

Active volunteer & responsible of all the communication

**\*AIGA ME ; Event Director**

**\*TEDxBeirut ; Design team & social media team**