

Neaam Hussein

Marketing Specialist

I'm a Motivated and creative individual who's exploring the digital world to find her place there. i'm curious about everything related to marketing and i try my best to keep up with digital trends in a fast paced environment.

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Beirut , Lebanon

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EDUCATION

MBA in Marketing Lebanese University

2021 - Present

Bachelor of Business Administration in Marketing

Lebanese University

09/2016 - 2019

WORK EXPERIENCE

Social Media Specialist

Union of Relief and Development Associations -
URDA

05/2022 - Present

Lebanon

Non-profit Organization

Achievements/Tasks

- Create engaging copy for posts, newsletters, reports, and internal communications
- Utilize WordPress tools to edit and update the organization's website
- Develop and execute successful social media campaigns to support fundraising efforts
- Monitor social media page performance by conducting weekly, monthly, and quarterly reports
- Analyze data and implement growth strategies and plans based on KPIs
- Create digital content, including reels and promotional videos, using tools like Canva and CapCut
- Designed posts using Canva and reels using capcut

Contact : Marwa Al Zein - marwa.zein@urda.org.lb

Community Manager

The Creative 9

01/2022 - 05/2022

Lebanon

Advertising Agency

Achievements/Tasks

- Developed and executed a monthly content calendar for social media platforms
- Posted, scheduled, and reported on social media content
- Conducted benchmarking analysis for clients' social media accounts
- Created engaging content for Reels and Tiktok
- Executed campaigns on Facebook, Instagram, and Twitter

Contact : Hassan Farhat - HasanFarhat@thecreative9.com

Social Media Specialist - Volunteer LOYAC

03/2021 - 11/2021

Lebanon

Advertising agency

Achievements/Tasks

- Executed monthly Ad campaigns
- handled ads on Meta and twitter.
- Prepared the Monthly Content Calendar.

Contact : Rawan Tabaja - 71326899

SKILLS

Teamwork

IBM SPSS

G Suite & Google Analytics

Market Research

MOS (Word, Excel, PowerPoint...)

FB Business Manager

Written & Verbal Communication

Microsoft Project Planner

Website Management

Scriptwriting and story boarding

Mail chimp

Canva

Capcut

CERTIFICATES

Social Media management - Meta

Introduction to Social Media Management- Meta

Marketing Essentials for Non-Profits - Disaster Ready

Apple Search Ads Certification (2021 - 2023)

Fundamentals of Social Media Advertising - Meta

PERSONAL DEVELOPMENT

Presentation Skills

Participated in the LAU MODEL UNITED NATIONS, presented Yemen, and won the position paper among the united nation's committee for trade and development.

Case Study Skills

Participated in the LAU Case study competition (Creative track) and reached to the shortlisted finalists.

Ketob B Ketob (initiative)

Marketing Team Leader

Volunteer work - Union of Relief and Development
Associations (2019 - Present)

Founding Member in SAMA (the first Lebanese university club)
(2016 - 2019)

planning and executing events./ copywriting

PERSONAL PROJECTS

MamaMade

Project Manager for a non-profit project for my PM course.

The Influence of Branding on Millennials Consumer Behavior

Bachelors Degree Thesis

LANGUAGES

English

Full Professional Proficiency

Arabic

Native or Bilingual Proficiency