

## HANIN SINJABA

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### EDUCATION

2018-2019	<b>Imperial College Business School</b> <b>MSc Strategic Marketing</b> <i>Core modules:</i> Digital Marketing, Finance and Pricing Strategy, Strategic Market Management, Strategic Product Management Marketing Analytics and Consumer Behaviour Active member of "FMCG, Luxury Goods and Retail" and "What the Tech" clubs	London, UK
2013-2016	<b>Lebanese American University</b> <b>Bachelor's in Business Administration</b> Emphasis in Marketing (Final Grade: 80/100) Active member of "Think Tank Business", "Event Organization" and "INJAAZ entrepreneurship" clubs	Beirut, Lebanon

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### WORK EXPERIENCE

2019	<b>Bentley Motors Limited, Sales &amp; Marketing H.Q.</b> <b>Digital Content &amp; Social Media Analyst (10 months)</b> <ul style="list-style-type: none"><li>Reported on social media analytics and insights to support the contribution of digital platforms, increasing each of retail and wholesale sales by 30%</li><li>Managed Bentley's centenary social campaign, winning 'Best Launch campaign' award 2019 by the Data and Marketing Global Association (among Coca Cola and IKEA); results presented to board of directors</li><li>Planned, created and posted social media content for global customer-facing platforms, increasing user engagement rate by 20%</li><li>Supported sales, marketing and research team with user journey data created through social pixels, CRM data matching and content behaviour, increasing HNWI targeting segments by 15%</li><li>Assessed 20+ potential partners and influencers by developing audit techniques to assist affinity and sponsorship</li></ul>	Middlewich, UK
2017	<b>Sinjaba Group, Real Estate &amp; Hospitality</b> <b>Marketing and Business Development Lead (1 year, 5 months)</b> <ul style="list-style-type: none"><li>Managed branding and social media marketing campaigns for new residential projects and hotels, resulting in 5+ reservations per day on different online platforms and 30% increase in positive customer sentiment</li><li>Organized industry events and invited over 10 real estate professionals (e.g. DREAM Real Estate expo 2017), resulting in 25% in positive sales outcome and brand awareness</li><li>Introduced a new Customer Relationship Management programme to support sales management and enhance team communication</li></ul>	Beirut, Lebanon
2016	<b>Fortune Promo Seven (MCN, part of the InterPublic Group)</b> <b>Account Management Intern (6 months)</b> <ul style="list-style-type: none"><li>Managed branding of L'Oréal, McDonald's and Coca Cola by collaborating with diverse teams (creatives, graphic designers and copywriters)</li><li>Recommended new business opportunities and operational improvements to meet target sale quotas (e.g. developed new strategies for Magic Planet to target millennials for profit maximization)</li><li>Controlled campaign costs and handled splitting budgets on variant media platforms, resulting in &gt;5% cost savings</li></ul>	Dubai, UAE
2015	<b>Les Affichages Picasso</b> <b>Sales and Marketing Intern (3 months)</b> <ul style="list-style-type: none"><li>Conducted market analysis of Mercedes-Benz to increase market penetration by 3%; organized surveys and focus groups on 100+ customers to understand brand perception; presented analyses and findings to senior managers</li><li>Planned Picasso's marketing content to display on more than 3 digital billboard advertising</li><li>Created first company internal newsletter including new products and services, marketing insights and leadership tips, increasing employer engagement by 5%</li></ul>	Beirut, Lebanon

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### ACHIEVEMENTS

2015	<b>MUN's Gold Outreach &amp; Leadership Development (G.O.L.D)</b> <ul style="list-style-type: none"><li>Participated in a 9-day leadership program including workshops and lectures organized by several leaders in international institutions and NGOs (e.g. Amy Ruggiero, Cofounder of foundations for leadership)</li></ul>	New York, USA
2014	<b>Leo Burnett, Consumer Behaviour Analysis</b> <ul style="list-style-type: none"><li>Created Z&amp;Y generation digital marketing strategy to increase sales of low-involvement products</li></ul>	Beirut, Lebanon

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### ADDITIONAL INFORMATION

**IT skills:** Microsoft Office and Social Analytics Tools: Link building, Google Analytics, Instagram, YouTube, Twitter, LinkedIn, Facebook, Pinterest, Influencer Marketing, Asana, HootSuite, Audiense, Crimson Hexagon, Social Studios, TrackMaven and Adobe InDesign  
**Interests:** Car drifting (co-led "Toyota GT86/BRZ" car club community in Lebanon), travelling (22+ countries) and body training (participated in workout competitions)  
**Volunteering:** Promoted social media awareness to 100+ students through "Go Green" campaign for World Earth Hour in Lebanon  
**Languages:** Arabic (Native), English (Fluent) and French (Basic)