



BANN HAIDAR

Content Creator / Digital Marketer

It all begins with a story. From blockbusters to music hits to top novels it all starts with compelling content. We write to captivate our readers; we write so their voices power through our words and to fulfill their needs through our calls to action.

I believe in telling engaging stories that resonate with readers, whether it's sales copy, entertaining content, or informative insights.

Creating new copy from the pool of product descriptions, social media posts, blog articles, catchy headlines, grabbing taglines, or SEO friendly content is not just a challenge; it's my opportunity to shape the narrative and inspire.

Experience

BEAM Consolidated

Digital marketing specialist/Content Creator

September 2021 - Present

- Planned monthly content strategy with a focus on online and offline marketing trends in Lebanon, Egypt, and KSA.
- Planned quarterly digital strategy based on market requirements and insights taken from social platforms.
- Wrote marketing content: 4 Blogs/month, Quarterly newsletters, social media content, postcards, email marketing, company profiles, banners, 8 technical guides, and 90 technical data sheets.

Freelance Copywriting

Project: Kalimat Group Dubai

March 2021 - July 2021

- Created and curated digital content for UAE audience.
- Improved social media post captions by making them more interactive including CTAs.
- Improved SEO friendliness for blogs, articles, and newsletters, and websites by identifying and adopting the right keywords.

Project: Market research paper - AUB

February 2021 - April 2021

- Researched market insights on the current economic situation and job outlook in Lebanon (prior to and during covid)
- Interviewed 15 students to take Intel on their job search and career preparation
- Wrote a 25 page report detailing the results found and forecasting future trends including remote work.

Project: Journey to Rebirth

March 2020 - August 2020

- Created the website content and look and feel from scratch.
- Determined opportunities to optimize in SEO, design, and content, resulting in improved exposure.
- Wrote and edited 20+ website blogs.

GEEK Express

Academy Admin/ Content Creator

October 2018 - January 2020

- Became the main copywriter and writer at the academy. Corrected social media content, wrote and edited emails, and wrote all blogs and emails starting May 15 until January 2020.
- Dealt with operations, logistics, administration, and financials of the company and taught classes for children aged between 5 and 6 years old.

Education

Columbia Business School

Online Digital Marketing Course

Undergraduate: American University of Beirut

August 2014- December 2018

Major: BA in Public Administration

Minor: Political Science

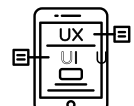
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1998 - june 2014

Specialization in Economie Sociale

Skills

- Social Media Marketing
- Content Strategy
- Email Marketing
- Content Creation
- Website UI/UX and content
- Research
- Fluency in English, Arabic, French, and beginner in Turkish



+961 70 517 715



haidarbann@gmail.com



Portfolio upon request