

CURRICULUM VITAE

1. **Family name:** Hijazi
2. **First name:** Mohammad
3. **Date of Birth:** 11/06/1989
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6. **LinkedIn:** www.linkedin.com/in/mhijazi

7. Education:

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
American University of Beirut (2007-2012)	Bachelor of Science in Biology with minor in Creative Writing
American University of Beirut (2010-2012)	Bachelor of Business Administration in Marketing Communications

8. Language skills:

Language	Reading	Speaking	Writing
English	Near native	Near native	Near native
Arabic	Native	Native	Native
French	Moderate	Beginner	Moderate

9. Certifications:

- **Google** – Digital Marketing, Campaign Manager, Google Analytics, Adwords and more certificates
- **US State Department** – Social Media Creatively Connecting Communities Certification
- **Hubspot Academy** – Social Media Certification
- **Arab Centre for Scientific Research and Humane Studies** – Economic & Business Reform Certificate & Policy Paper
- **Junior Chamber International** – Leadership Academy in Japan Certification and 15 courses on Communication and Leadership

10. Other skills:

Project management, training, social Media, TV production, event management, public relations, copywriting, journalism, blogging, research, strategy, email marketing, editing, advertising, corporate communications, press releases, media relations, statistics, recruitment.

11. Present position & duration:

- Independent marketing consultant & trainer for various clients (since 2009)

12. Key qualifications:

- Over **10 years** of experience in communication work for different industries across all media platforms (online, TV, radio, newspaper, magazine, in-store, public relations...) for more than 100 national, regional and international clients.
- Over **12 years** of event management experience, fundraising, sponsorship and partner management, media relations, leadership and team management.
- More than **120 clients** across many industries and countries
- More than **100 events** created and managed
- More than **25,000 trained** and empowered individuals in more than **20 countries**
- Named the Social Media Consultant of Lebanon by ECONIEWS
- Co-authored a 2017 McGraw-Hill **university textbook** entitled "Contemporary Management" that is taught in universities across the Middle East.
- More than **250 media interviews** and mentions internationally

13. Specific experience in the region:

Country	Date from - Date to
Lebanon	Since 2007
Jordan, Syria, Gulf, Turkey	2010, 2013-current
Asia (Japan, India, Malaysia)	Since 2015
Americas (US, Canada)	Since 2015
Africa	Since 2017

14. Professional experience

Date from - Date to	Location	Company & reference person (name & contact details)	Position	Description
Jul 2020-	Lebanon, Egypt, Qatar & UAE	Toothpick & Markit Apps	Communication s Strategist	<ul style="list-style-type: none"> Creating and managing the communication strategies for two start-ups: Toothpick app, a B2B app for dentists that allows them to purchase products from their suppliers and Markit app, a B2C service that allows customers to buy from supermarkets in their area online.
Jan 2020-	Lebanon, USA & Africa	Junior Chamber International	International Vice President	<ul style="list-style-type: none"> Managing and overseeing operations of Junior Chamber International in 9 African Countries (Benin, Cameroon, Cote d'Ivoire, Djibouti, Ghana, Madagascar, Mauritius, Nigeria, Togo) Communicating with, working with and visiting the above-mentioned National Organizations and reporting to the assigned Executive Vice President on their activities Promoting the current strategic plan and annual plan of action. Promoting and coordinating programs and activities by National Organizations and Local Organizations within the Area (Africa & Middle East) Contributing to the financial sustainability of the organization through fund development.
Jun 2019 -	Lebanon	U Consulting	Cbief Technology Officer	<ul style="list-style-type: none"> Leading the digital department and managing the team Create & implement digital strategy for clients Consult on media production for mass media (TV, Radio, Print) Leading public relations and influencers relations strategies

				<ul style="list-style-type: none"> • Business development, pitching presentations for new clients
Sept 2018 – Jan 20	Lebanon, Jordan	European Union Trust Fund in Response of the Syrian Crisis (the 'Madad' Fund)	Communications Key Expert	<ul style="list-style-type: none"> • Leading the organization of a press trip for European and local journalists to Jordan and Lebanon to cover projects and stories of beneficiaries impacted by the trust fund. • Creating and implementing a digital social media strategy for the non-European audience and stakeholders of the trust fund. • Transcribing and translating videos for documentaries/
Nov 2016 – Jul 2018	Lebanon	European Union Social Justice Program in Lebanon (Contracted through Ecorys/April8) Nada Haddad nada@april-8.com	Junior Communications Expert	<ul style="list-style-type: none"> • Providing social media strategy and implementation including media buying • Providing website development specifications, overview of implementation and contributes to the launch campaign • Providing input for the creation and development of infographics • Contributing to the concept and execution of the TV commercials and documentary • Supporting with reaching out to the media
Feb 2015 – Dec 2019	Lebanon/International	Junior Chamber International Lebanon Rania Haddad rania13@yahoo.com	National President + other positions	<ul style="list-style-type: none"> • Country president of a volunteer organization that creates community projects through empowering young active citizens to create positive change through a project framework called the Active Citizenship Framework. • Won 2 awards in 2018 at the regional conference for Africa & Middle East competing with more than 400 local chapters.
Sep 2010 - current	Lebanon	Online Collaborative Darine	Chief Collaborator	<ul style="list-style-type: none"> • Managing and organization the promotes the proper use of digital media in Lebanon that conducts trainings, workshops, conferences and events for the various demographics (students, teachers, refugees, children, elderly etc...)

		Sabbagh sdarine@mail.ru		<ul style="list-style-type: none"> Organizing the Social Media Awards (800+ attendee four month event)
2009-Current	International	Various Clients	Communications Trainer	<ul style="list-style-type: none"> Conducted communication trainings for more than 30 companies that include European Union in Lebanon, British Council, UK Embassy Staff from Middle East & North Africa, United Nations agencies, World Economic Forum subsidiaries, U.S. State Department, Dubai Islamic Bank, Junior Chamber in various countries, American University of Beirut, Haigazian University, etc...
Sep 2015 – Jun 2017	Lebanon	Its. / tbsp. Daniel Georr daniel.georr@itsbeirut.com	Digital Marketing Consultant & Trainer Public Relations Manager	<ul style="list-style-type: none"> Consulting on two agencies' clients for social media, digital media and online public relations and training the management and marketing teams on the use of digital and social media. Clients include: Burger King, Sky Management (Skybar, O1NE), 7 Management (Seven Sisters, Feb30, Walkman, Layali Beirut, Antika Bar), MYU, Stereo Kitchen, Super Me, Ichiban, Venture (Uruguay Street, The Village Dbayeh, The Backyard), Sandwich w nos, Junkyard, Olio, Soto, Lina's, Ichiban, Yas Beach and dozens more..
Nov 2012 - May 2016	Lebanon	International College Nancy Yacoub yacoubnancy@aol.com	Electronic Communications Coordinator	<ul style="list-style-type: none"> Developing and implement the overall alumni and development electronic communications outreach strategy for the school. Administrating of the Alumni and Development website, social media home pages/content, and the Harris Connect on-line community keeping them updated, current, relevant, and accurate. Engagement with the school's various constituents through the effective use of the website, social media, the Harris Connect on-line community, e-mail, etc. with frequent timely and topical postings. Staying abreast of all that is taking place in the electronic communications space and recommend new ways to increase visibility and awareness among/between our global constituents and the school and recommend changes and additions to the current strategy when appropriate.

				<ul style="list-style-type: none"> Supporting all aspects of the fundraising effort through ensuring that all information in Raiser Edge on the school's constituents and prospects profiles/records is accurate and up-to-date, especially contact details (addresses, e-mail, phone numbers), making necessary corrections and additions in a timely manner through data entry. In addition, assist in the data entry of all students who have graduated. Researching prospective donors and develop appropriate profiles with relevant and salient facts that will help to determine the prospects suitability for cultivation utilizing all available web and other resources.
Sep 2013-Jan 2016	Lebanon	Cloud961 Bassam Karam bassam.karam@cpr-lb.com	Editor in Chief	<ul style="list-style-type: none"> Managed the magazine's editorial and design teams Writing and editing articles, conducting interviews and writing editorials Managing the social media Supporting the advertising team in acquiring advertisers
Sep 2014-Oct 2015	Lebanon	Future TV Zaven Kouyoumdjian zavenkouyoumdjian@gmail.com	Social Media Producer	<ul style="list-style-type: none"> Co-hosting the back stage part of a Lebanese talk show (live TV) Producing content for the show and social media Part of the editorial team of the show Responsible for online advertising of the show Live reporting on TV from the show and remote locations
For extensive list of all clients and experience including samples of work, kindly visit my Linkedin profile on www.linkedin.com/in/mhijazi .				

15. Other relevant information:

- **Work samples:**

- Social media samples:

- **European Union Social Justice Program in Lebanon**

Facebook page: <http://www.facebook.com/socialjusticelb>

Twitter account: <http://www.twitter.com/socialjusticelb>

- **Junior Chamber International (Lebanon)**

Facebook page: <http://www.facebook.com/JCILEbanon>

Twitter account: <http://www.twitter.com/jcilebanon>

Instagram account: <http://www.Instagram.com/JCI.lebanon>

- **Cloud961 Magazine**

Facebook page: <http://www.facebook.com/cloud961mag>

- **The Social Media Awards:**

Facebook account: <http://www.facebook.com/SocialMediaAwardsMENA>

(selected from a list of more than 100 social media accounts managed or consulted on)

- Media Relations Samples:

- **European Union MADAD Fund in Response to the Syrian Crisis:**

Jordan: [Al Mamlaka TV](#)

Lebanon: [LBC](#), [L'Orient Le Jour](#), [The Daily Star](#)

Poland: [Rzeczpospolita](#)

Denmark: [Berlingske](#)

Czech Republic: [Respekt Magazine](#)

France: [Le Figaro](#)

- **World Cleanup Day Lebanon: (150+ media mentions)**

Lebanon: [MTV News](#), [MTV Morning Show](#), [LBCI](#), [NBN](#), [OTV](#), [Future TV](#), [Mariam TV](#), [Executive Bulletin](#), [Annahar](#), [L'Orient Le Jour](#), [Almoustaqbal](#)

Regional: [Al Araby TV](#), [Al Arabiya](#), [Al Sharq Al Awsat](#), [Associate Press](#)

- **Social Media Awards MENA:**

Lebanon: [MTV](#), [Future TV](#), [OTV](#)

Regional: [LBC SAT](#), [iTech](#)

- Published Writing Samples:

- **Articles:**

[Junior Chamber International](#), [Entrepreneur Middle East & Entrepreneur Qatar Magazines](#), [Cloud 961](#)

- **Interviews:**

[Cloud961](#)

- **Press Releases:**

[Global Shapers](#) (World Economic Forum), [Beach Cleanup](#), [I Green Beirut](#), [After School: What's Up Fair](#), [World Cleanup Day](#) (English), [World Cleanup Day](#) (Arabic)

- **Books:**

"Contemporary Management" Middle East Edition, Published by McGraw Hill (contributor)

- **Recommendations:**

"Mohammad Hijazi is a social media marketing genius. Period. If your company or organization does not know how to use the many social media platforms to support its brand, increase product or service sales, retain customer loyalty or manage a highly visible crisis in public relations, then you should hire Mohammad asap. Armed with incredible knowledge base, real life case studies and a strong head for business, marketing, technology, and analytics, you will soon see what a wise decision it is to give him a seat at the table. He is multi-lingual, global in outlook, highly sought after for speaking engagements and one of the most highly-followed individuals in social media. You will not go wrong by integrating his advice into your corporate strategy."

-- **Nancy Yacoub, Former Vice President at International College**

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"I have worked with Mohammad on several projects. He is a master at time management and is an effective partner on all levels. I routinely ask Mohammad's opinion on anything related to web and social media. Mohammad IS social media in Lebanon."

-- **Fida Chaaban, Former Editor in Chief of Entrepreneur Middle East, Entrepreneur Levant and Ragmag.**

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“Mohammad has an attention to detail like no other, he works to execute and get results no matter what the challenge might be. He builds on his hard work with his consistent drive for new sources of knowledge and engagement in the community.”

-- Roni Matar, Former President of Junior Chamber International (JCI) Lebanon