

Hisham Z. Daouk Al Kadi



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Nationality: Lebanese

Education

Sep 2016 – Jun 2020 **American University of Science and Technology (AUST)**, Lebanon
Bachelor of Business Administration – Marketing

Sep 2013 – Jun 2016 **Makassed Abed El Hadi El Debes Vocational Center**
BT3 – Accounting

Certificate

Social Media Certified
By HubSpot Academy
Certified: July 1 2020 – Valid until: July 31 2022

Work Experience

MAY 2019- NOV 2019 **Social Media Coordinator**
for “**ArtofChange**” art studio.

- Developed, implemented and managed social media campaigns across Instagram and Facebook
- Monitored SEO and user engagement to optimize content
- Communicated with industry professionals and influencers via social media to create a strong network

Aug 2019 – Sep 2019 **Lebanon and Gulf Bank**, Beirut, Lebanon

Retail and Marketing – Internship:

- Developed a stronger understanding of new retail banking products and new promotions and offers. (Visa, Mastercard, new bank accounts)
 - Applied branding guidelines across marketing campaigns
 - Managed social media accounts
 - Prepared presentations for existing studies
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Skills

- Understanding of SEO and web traffic metrics
 - Experience with doing audience and buyer persona research
 - Great understanding of all social media platforms (Facebook, Instagram, Twitter, LinkedIn)
 - Microsoft office (Word, Excel, PowerPoint)
 - Excellent multitasking skills
 - Critical thinker and problem-solving skills
 - Great interpersonal and communication skills
 - Intermediate Adobe Photoshop and Adobe Premiere skills
 - Fluent in English and Arabic verbal & written
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