

HADI KHALLO

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EXPERIENCE

Marketing Coordinator

NBL Group

February 2022 – Ongoing Beirut, Lebanon

- Develop strategic marketing initiatives and activities
- Assist in implementing SEO strategies
- Maintain and community manage online listings across other platforms (Google My Business, Trip Advisor, etc)
- Develop and implement digital marketing (PPC) campaigns across search and social including keyword research, media plan creation, ad creative options, optimization and evaluation
- Lead e-commerce advertising initiatives
- Aggregate customer lists and prepare, develop and dispatch email campaigns on Mailchimp for newsletters and/or product launches

Marketing Communications Coordinator

Mersaco

August 2019 – January 2022 Beirut, Lebanon

- Create and develop engaging editorial content and assist with the execution of a variety of digital marketing initiatives, including scheduled videos and social media posts
- Support the continuous evolution and coordinate the ongoing management of Mersaco website, Mobile Application and Social Media platforms
- Monitor, Analyze and Report the performance of digital channels and activities in order to improve future campaigns Prepare the content for the online quarterly newsletter and ensure its digital distribution to all subscribers
- Prepare a full-fledged monthly Marketing and Communications activities review presentation highlighting all implemented activities
- Monitor the Marketing and Communications monthly budget expenses by comparing and analyzing actual results with forecasts
- Develop and produce customized promotional and marketing material for a variety of events, initiatives in coordination with the concerned departments and the creative agency

Marketing Internship

BLC Bank

December 2017 – January 2018 Beirut, Lebanon

- Extract leads from the company website using google analytics and insights from social media accounts
- Prepare campaigns (BLA, Personal Loans, SME)
- Prepare for BPS sessions, GBA summits BLA

EDUCATION

MBA International Business Management

European Business School Paris (INSEEC Group)

2016 – 2018

B.S. in Business Administration

USJ

2013 – 2016

French Baccalauréat

Grand Lycée Franco-Libanais

2000 – 2013

STRENGTHS

- Hardworking Goal Oriented
- Team Player Patient
- Microsoft Office Basic Photoshop
- Up to date on Social Media trends

LANGUAGES

Arabic
English
French
German

