

HUSSEIN HABBAL

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EDUCATION

June 2021: **Bachelor of Science in Business Studies, Lebanese American University, Beirut**

- Emphasis in Marketing, GPA: 3.42/4
- Courses included: Consumer Behavior, E-marketing, Entrepreneurial Marketing, Marketing Research, Hospitality Marketing, Shopper Behavior, Marketing Strategy, Strategic Planning and Policy Formulation

June 2018: **Lebanese Baccalaureate in Sociology and Economics, Houssam Eddine Hariri High School, Saida**

WORK EXPERIENCE

January 2021–March 2021: **PR/Marketing Intern, MarCom Office, LAU Medical Center–Rizk Hospital, Beirut**

- Created marketing campaigns and updated social media platforms to promote special events
- Participated in developing the content strategy and construction of the COVID-19 Vaccination Village

August 2018–April 2021: **Assistant to the Senior Hospitality Lab Supervisor, Lebanese American University, Beirut**

- Assisted the Lab Supervisor with administrative duties, such as filing and preparing documents
- Supported new employees in performing their tasks and dealing with student inquiries

July 2018–February 2020: **Customer Service Assistant, Al Habbal Pharmacy, Saida**

- Guided customers, ensured successful commercial operations, and replenished shelves

PROFESSIONAL DEVELOPMENT

May 2020: **Facebook/Instagram Strategies & Ads Training, Ameen Awad, Webinar**

- Gained insight into digital marketing by understanding how Facebook and Instagram work, designing Facebook advertisements, implementing methods to grow the Instagram network, and enhancing customer journey

April 2020: **Inbound Marketing Certification Course, HubSpot Academy, Webinar**

- Learned about applying inbound marketing techniques to run a successful business, create content, use social promotion, convert and nurture leads, and market to customers

March 2020: **Maharat Min Google Fundamentals of Digital Marketing Training, Google, Webinar**

- Developed skills in finding online opportunities, creating websites, and optimizing search engines for marketing purposes for entrepreneurs and startups

POSITIONS OF RESPONSIBILITY

September 2020–May 2021: **Social Work Club Member, Lebanese American University, Beirut**

- Linked university students with non-governmental organizations seeking volunteers
- Organized fundraisers with the Lebanese Red Cross and Civil Defense

June 2020–May 2021: **Emergency Medical Technician Volunteer, Civil Defense, Saida**

- Acted as a first responder in medical emergencies and containing wildfires
- Aided in disaster relief efforts following the Beirut port explosion

August 2020–November 2020: **Volunteer, Donner Sang Computer, Beirut**

- Assisted in procuring blood and plasma donations for COVID-19 patients
- Helped restore homes damaged by the Beirut port explosion

September 2016–June 2018: **Model United Nations Member, Houssam Eddine Hariri High School, Saida**

- Planned meetings and conferences and prepared documents for distribution

September 2016–June 2018: **Class Representative, Houssam Eddine Hariri High School, Saida**

- Raised students' academic issues to teachers and administrative staff to improve the learning experience

OTHER SKILLS

- **Languages:** Arabic (native), English (fluent), and French (basic)
- **Proficient IT and social media skills** (including Microsoft Office applications)