

HUSSEIN SHOUKOR

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Summary

Willing to work with a company that enables me to use my knowledge and talents to the organization's success. To obtain a position with a stable and successful firm where I can work as part of a team and fully utilize my business and marketing experience.

Education

Bachelor's in Business: Banking & Accounting – 09/2014 to 01/2021

Lebanese University – Beirut, Lebanon

Experience

Posting & Reporting Campaign Manager - 02/2023 to 09/2023

InHype – Beirut (Beirut digital district)

- Performing meetings with clients like P&G and Mondelez, to understand Brand DNA and to outline their digital marketing goals and campaign objectives.
- Performing clear timelines, plans and influencer selections for clients' campaigns with innovative social media & traditional marketing strategies.
- Performing Liaise with all internal teams, talent, content and relation to ensure quality deliverables are met on time and campaigns are running smoothly.
- Performing final recaps to create relevant close out reports and client's end result presentations.
- Performing management of the campaigns from a content perspective / Screening content and ensuring it is as per Production Brief & Brand Guideline and resolving issues that arise.

Social Media Coordinator - 07/2022 to 02/2023

Media Verse - Beirut, Lebanon

- Using social media marketing tools to create and maintain the company's brand.
- Assisted the marketing team with the presentation and implementation of marketing initiatives.
- Created social media strategies that effectively increased brand recognition and lead generation.
- Analyzed the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements.

Outbound Sales Representative - 05/2021 to 07/2022

CitrusTV – Beirut, Lebanon

- Focusing on securing sales by reaching out to clients in the gulf region through calls and correspondence.
- Offering products, services and assisting customers in every step to ensure his/her satisfaction.

Volunteering

05/2018 to 01/2019

European Voluntary Service – Cagliari, Italy

MEDIA: Voices from a Multicultural Cagliari

Certifications and Trainings

Google Ads Masterclass (Adwords): Grow with Google Ads - 09/2023
Udemy

Certified Digital Marketing Associate - 06/2023
Digital Marketing Institute

Meta Social Media Marketing Professional Certificate - 02/2023
Coursera

Excel Skills for Business: Essentials - 11/2020
Coursera

Generation of Innovation Leaders - 12/2020
UNICEF – Beirut, Lebanon

Skills

- Paid Social Media Advertising
- Creating and Managing ads
- Digital marketing
- Sales
- Customer Service
- Google Ads

Languages

- **Arabic:** Native | **English:** Fluent | **Italian:** B1 Level | **French:** Beginner