

# Hani Abi Haidar

Beirut, Lebanon

<http://www.linkedin.com/in/hani-ah>

Digital Marketer / Copywriter

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## Education

**Bachelor of Business Administration**  
**with emphasis on Advertising and Communication**

Haigazian University

August 2019 – Dec. 2022

## Skill Set and Areas of Expertise

- |                           |                         |                                 |
|---------------------------|-------------------------|---------------------------------|
| ✓ Digital Marketing       | ✓ Account Management    | ✓ Project coordination          |
| ✓ Copywriting             | ✓ Qualitative Research  | ✓ Budgeting                     |
| ✓ Content Creation        | ✓ Competitive Analysis  | ✓ Adobe Photoshop & Illustrator |
| ✓ Social Media Management | ✓ Benchmarking          | ✓ Microsoft Office              |
| ✓ Google Analytics        | ✓ Google for business   | ✓ Research                      |
| ✓ Communication           | ✓ Strategy and Planning |                                 |

## Relevant Work Experience

**Social Media Marketing & Communications Specialist**

Amideast (Contract / Project)

Dec. 2022 – Feb. 2023

Beirut, Lebanon

Responsible for handling promotion and outreach for the RISE scholarship in different parts of Lebanon across digital and mainstream media.

- Proof reading and editing social media content
- Managing post schedules, and boosting budget
- Creating paid campaigns on Twitter ads, LinkedIn, and Meta Business Suite
- Editing and adjusting captions
- Reporting analytics from different social media platforms

**Digital Media and Communications Assistant**

Fe-Male (Contract)

Sept. 2022 – Nov. 2022

Beirut, Lebanon

Responsible for social media content creation on multiple platforms, strategy for LinkedIn, proofreading, researching, and benchmarking.

- Creating LinkedIn Strategy and Managing the page
- Assisting in creating a TikTok strategy through providing information and direction
- Content and concept creation for social platforms
- Copywriting and captions for social media posts
- Proofreading content pieces from language perspective (English)
- Researching and benchmarking various topics and trends

**Account Executive Intern**

Interesting Times

June 2022 – August 2022

Beirut, Lebanon

Responsible for coordinating tasks across in agency department, assisting with strategy, and communication with agency clients.

- Internal Communications across various departments ranging from creative to technical departments
- Ensuring Delivery of day-to-day client requests in a timely manner

- Coordinating with agency departments in order to efficiently produce deliverables ranging from social posts/digital communication to print production
- Coordinated projects for KSA based client Red Bull MOBILE
- Coordinated projects for Austria based client Red Bull MOBILE
- Communicating with stakeholders and clients for projects and requests.
- Producing Project Briefs and reports
- Producing creative briefs
- Conducting in-depth competitive research, analysis, and benchmarking.

### **English Copywriter Intern**

Tumuhat Magazine – Rashet Kheir NGO

Jan. 2022 – April 2022

Beirut, Lebanon

Responsible for pitching, creating and writing articles on multi-disciplinary humanitarian topics. In addition to, conducting research, and scheduling/conducting interviews from various sources for articles.

- Attended workshops on journalistic writing
- Attended workshops on photo journalism and photography
- Attended workshops on data journalism
- Published multiple articles around youth related, humanitarian topics
- Contacted potential interviewees for articles
- Conducted qualitative research and fact checking

### **Digital Marketing Intern**

Watani E-Store – SocialPrise Ltd

Nov. 2021 – February 2022

Beirut, Lebanon

Responsible for communicating with vendors, content creation for social media, SEO optimization, and blog posting for website.

- Assisted on digital content strategy
- Data entry on Wordpress based website for products
- Blog posting and SEO content writing
- Assisting in content creation for editorials and social posts (Instagram mainly)
- SEO Optimization
- Google Analytics
- Google for Business
- E-commerce

## **Certificates Received**

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**Google Project Management**

Coursera

September 2022

**Inbound Marketing**

HubSpot Academy

December 2021

**Google Analytics for Beginners**

Google

December 2021

**Adobe Illustrator and Photoshop (Elementary Level)**

Haigazian University

May 2021

## **Additional Social Activities**

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Chairperson and active member of the Women's Movement Club at Haigazian University (Fall 2019 – Spring 2022)

PR & Social Media management for the Haigazian University Herald Magazine (Fall 2021- Fall 2022)

Active Member of the Human rights club at Haigazian University (Fall 2020 – Spring 2021)

Volunteered with the UNHCR and The American Lebanese Language Center (ALLC) to teach the basics of english to children ages 7-12 from refugee backgrounds (Summer 2019)

## **References**

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Available Upon Request