

HIYAM EL HASHASH

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A motivated and creative individual always inspired and aiming to implement all knowledge and experience gained over the years for the institution working with.

EXPERIENCE

2021 – PRESENT

SOCIAL MEDIA MANAGER, SPREAD IT

- Content Creation on all social media pages
- Invent and create new products
- Always meeting customer's needs and wants
- Manage business operations Editing and creating social media posts and stories
- Very well experienced with working on Canva

SEPTEMBER, 2021 –MAY, 2022

ASSISTANT, LEBANESE AMERICAN UNIVERSITY

- Assisting all events taking place on campus
- Computer entry
- Problem solving
- Audience development

JUNE 2022 – PRESENT

DATA ANALYTICS INTERN, WEBEDIA ARABIA

- Application analytics (google analytics, youtube analytics...)
- Competitive benchmarking
- Basic knowledge on Google Ads and campaigns

EDUCATION

SEPTEMBER 2020 - PRESENT

BUSINESS MARKETING, LEBANESE AMERICAN UNIVERSITY

I have completed most of the marketing and business requirement courses maintaining a cGPA of 3.89 and being on the dean's distinction list.

SKILLS

- Communication skills
- Teamwork
- Content creation
- Leadership skills
- Social media skills
- Public speaking

PERSONAL PROJECTS

2021 – PRESENT

SPREAD IT

- Achieved two TV interviews on MTV and New TV
- Presented a Local Business in a professional and modern way
- Encouraged people to buy and support local business

2021

ISTYLE MARKETING CAMPAIGN

- Created a marketing campaign for iStyle the only apple premium reseller in Lebanon which focused on creating a lifestyle for our target market
- Was among the six finalists campaigns in the competition and presented to iStyle's marketing team

CERTIFICATES

2021

ISTYLE MARKETING CAMPAIGN

Created a marketing campaign for iStyle the only apple premium reseller in Lebanon. Were among the six finalists in the competition.

2021

INJAZ LEBANON INNOVATION CAMP COMPLETION

Innovating a new idea for an institution that was facing problems

2022

IRB EXEMPT RESEARCH

LANGUAGES

ENGLISH

Full professional proficiency

ARABIC

Full professional proficiency

