

Hassan Bazaza

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Professional Experience

Business Support | BAZAZA | Beirut, Lebanon 05/2021 to Present
03/2018 to 03/2019

- Supporting the budget, the auditing process, the training, and the coordination of projects
- Dealing with customer orders, card payments, enquiries and complaints
- Assisting in the production of order forms, research and reports
- Diary management, including booking appointments and sending emails

Digital Analyst | ANNAHAR Newspaper | Beirut, Lebanon 04/2019 to 04/2021

- Developing, auditing, and testing campaigns in ways that optimize key performance indicators
- Developing strategy to identify, reach, convert and retain new subscribers
- Assisting in the overall marketing strategy
- Converting data into understandable graphs, tables, and written reports data
- Analyzing key metrics and identifying opportunities to increase campaign performance
- Developing effective media buying strategies

Retail Salesperson (Internship) | AZADEA | Beirut, Lebanon 10/2015 to 02/2016

- Exceeding sales goals
- Informing customers about sales and promotions

Education

BA in Business Management | July 2018
American University of Science and Technology | Beirut, Lebanon

Certifications

- The fundamentals of digital marketing – Google Digital Garage ID: ST6 9K4 PYC
- Social media certificate – HubSpot Academy
- Google Ads – Search certification
- Google Ads – Display certification

Skills

Soft skills: Time management, Adaptability, Problem solving, Project management, Analytical thinking

Technical skills: Microsoft Office, Content management system, Enterprise resource planning, Data analysis, Ad campaigns

Languages | Excellent written and spoken command of English, Arabic and French

