

Hadi Haidous

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Highly motivated and results-oriented Social Media Specialist with experience in crafting engaging content, building communities, and driving growth across various platforms. Seeking a challenging position to leverage my skills and contribute to a company's online presence.

Work Experience

RBA Holding | Community Assistant Lebanon | (Part-time)

- Managed community members' concerns, needs, and handled complaints.
- Contributed to content brainstorming sessions and created a monthly content calendar.
- Performed data collection, analysis, and prepared monthly reports.
- Worked closely with the founding team to ensure all community activities and discussions adhered to the brand's vision and mission.
- Monitored and moderated comments and posts to nurture a positive and respectful Community environment.

Social Media Marketing Intern | Sponsor You, Germany | Sep 2022 - Dec 2022

- Managed and grew social media communities across various platforms (Facebook, Instagram, LinkedIn).
- Created engaging content calendars and published content to maintain consistent brand voice.
- Fostered positive relationships with key stakeholders and influencers to build a strong online presence.
- Assisted with social media campaign development and execution (organic & paid).
- Collaborated with internal teams to develop and implement social media strategies aligned with organisational goals.
- Analysed social media performance using KPIs and presented findings to leadership.

Education

Bachelor's Degree in Marketing | Lebanese International University (LIU) | Lebanon 2019 - 2022(Graduated)

Skills

- Social Media
- Attention to detail
- Content creation
- Analytics and Reporting
- Problem Solving
- Market research
- Communication
- Marketing Strategy

Certificates

- Social Media Marketing:Strategy and Optimization | LinkedIn | May, 2024
- Content Strategy For Marketing | LinkedIn | May,2024
- Fundamentals Of Digital Marketing | Google | 2020
- English Access Microscholarship | Amideast,lebanon | 2018

Languages

English:Advanced

Arabic :Native Language

Community Services

Injaz Lebanon | January 2020

Delivered 7 training virtual sessions on digital marketing basics to individuals from diverse backgrounds across the MENA region.

Amideast | January 2018

Provided computer skills training to elderly individuals.