

## CONTACT



### Address

Beirut, Lebanon



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## EDUCATION

2022

### BA IN MARKETING

Lebanese International University

## SKILLS

Content Creation

Basic Design Skills

Social Media Marketing

Paid Advertisement

Sales Skills

Time Management

Communication

Self-motivation

Writing Skills

## Languages

**Arabic:** Native

**English:** Bilingual

# Ali Hachem

Marketing Graduate

## ABOUT ME

Entrepreneurially minded problem solver and recent marketing graduate passionate about building, maintaining, and running digital marketing campaigns. Through personal errors and experience running my own online brand, my ability to create conversion-driving content has bolstered. Currently, I am a freelance translator looking to start my career in digital marketing where I can utilize my skills and experience for the company's growth and productivity.

## EXPERIENCE

2019 - Present

SDI MEDIA, LEBANON

### TRANSLATOR

As a freelance translator at SDI Media, I worked on multiple translation projects from TV shows and programs to movies, series, and magazines for different clients including Netflix, Warner Bros, Sony, HGTV, HBO, Discovery Channel, and more. Successfully completing projects with tight deadlines has enhanced my ability to manage my time and work under pressure.

2022 - Present

URBANE | ONLINE BRAND

### FOUNDER

Running my own brand that had an online presence only, I faced many challenges on a daily basis and committed errors that allowed me to understand better all the different aspects of digital marketing. I was able to increase conversion by creating more engaging content and decrease cost-per-click by optimizing campaigns. Throughout my one year running Urbane, I ran marketing campaigns, created written and visual content, ran paid ads through Meta Business Suite, created designs through Canva, and worked with influencers.

2021 - 2022

LC WAIKIKI

### SALES REPRESENTATIVE

As a sales representative at LC Waikiki, I managed all retail duties from customer service to restocking and cashier work. On monthly basis, I assisted visual merchandisers with their work and advised on how displays can attract customers better. I was also able to maintain high product knowledge which lead to higher customer satisfaction. By fostering stronger relationships, I successfully built customer loyalty.