

## Hadi Baddah | Content Creator and Marketing Executive

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### Personal Statement:

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I am a results-driven Content Creator and Marketing Executive with a strong background in developing impactful social media campaigns, optimising digital content, and driving brand growth. With a master's degree in marketing and certifications in digital marketing, SEO, and inbound strategies from top companies, I bring expertise in marketing aligned with brand voices, crafting marketing strategies, and optimising online presence for improved visibility.

My experience includes managing social media channels, identifying industry influencers, and coordinating participation in global exhibitions like PLME Dubai and Sial Paris. I thrive in collaborative environments, ensuring client satisfaction through clear communication and data-driven strategies. Passionate about delivering exceptional work, I am dedicated to helping brands achieve their marketing objectives and fostering lasting customer relationships.

### Work Experience:

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#### Content Creator and Marketing Executive | Colorcode Creative Agency Full-time | June 2023 till Present:

- Develop and create compelling content for social media and websites.
- Ensure content aligns with brand voice, messaging, and marketing goals.
- Develop and create campaigns for social media.
- Create marketing strategies for social media accounts.
- Monitor social media channels for trends, conversations, and opportunities.
- Collaborate with other team members, such as graphic designers, to enhance content with visuals.
- Communicate with clients to clearly understand their needs.
- Conduct comprehensive research to identify key influencers in the industry, focusing on the needed niche.
- Support the development and execution of public relations strategies.
- Conduct keyword research and optimise website content for improved search engine ranking.
- Perform market research to support brand launches, market entry strategies, and informed decision-making across various marketing initiatives.
- Coordinate companies' participation in international exhibitions and events such as PLME Dubai and Sial Paris.

#### Customer Retention Specialist | Infratech Solutions (Australia), Full-time | September 2021 till May 2023:

- Develop and implement strategies to enhance client relationships and drive customer loyalty.
- Act as the main point of contact for clients, providing prompt and effective communication and addressing their inquiries and concerns.
- Build and nurture relationships with key stakeholders within client organisations to understand their business needs and objectives.
- Collaborate with internal teams, such as sales, and customer support, to ensure seamless service delivery and customer satisfaction.
- Conduct regular meetings, presentations, and reviews with clients to assess their satisfaction levels and identify areas for improvement.
- Proactively identify opportunities to upsell or cross-sell additional services to clients, increasing revenue and client retention.
- Monitor market trends, competitor activities, and industry developments to provide insights and recommendations for enhancing client relationships.
- Prepare and deliver reports and presentations to management, highlighting key client metrics, performance, and growth opportunities.
- Develop and maintain a comprehensive client database, documenting interactions, preferences, and key account information.

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### Education:

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- **Lebanese University 2019-2022:** Bachelor's Degree in Marketing
  - **Lebanese University 2022-2024:** Master's Degree in Marketing
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### Certifications and Training:

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- **Google: Issued 15 February 2022:** The Fundamentals of Digital Marketing
- **Accenture: Issued 17 February 2022:** Digital Skills: Digital Marketing
- **Microsoft: Issued Dec 2022 · Expires Dec 2023:** Microsoft Advertising Certified Professional
- **HubSpot Academy: Issued Jun 2023 · Expires Jul 2024:** SEO Certificate - SEO II Certificate
- **HubSpot Academy: Issued Jun 2023 · Expires Jul 2024:** Digital Marketing Certificate – Digital Advertising Certificate
- **HubSpot Academy: Issued Jun 2023 · Expires Jul 2025:** Inbound Certificate – Inbound Marketing Certificate
- **HubSpot Academy: Issued Oct 2023 · Expires Nov 2025:** Email Marketing

- **FEER McQUEEN x ZAKA: Issued February 2025: AI-Driven Marketing Strategies**