



KHADIJA ATTAL

GRAPHIC DESIGNER | DIGITAL MARKETER

SUMMARY

Creative, adaptable, organizing and detail-oriented Graphic Designer with over 8 years of experience in multimedia marketing with exceptional skill level of experience in the Adobe creative suite particularly Illustrator and Photoshop, a strong background in digital marketing specifically Social Media Management and strategies also analyzing SEO and worked in humanitarian field as a Trainer life skills and Field Facilitator. Looking to acquire a position that offers growth and a challenging opportunity and an added value to my experiences.

WORK EXPERIENCE

FIELD FACILITATOR OFFICER

BERGHOF FOUNDATION

February 2023 – May 2023

- Pro-actively contributed to day-to-day project implementation and ensured conformity to expected results and project work-plan.
- Reported project progress regularly to project manager for decision making and accountability.
- Facilitated the training sessions conducted by coach trainers and the authorized work, evaluated and reported them to PM, and ensured that overall work has been completed in accordance with the standards.

FREELANCER GRAPHIC DESIGNER & DIGITAL MARKETER

Freelancing

September 2019 - Present

- Developed creative advertising media for more than 12 Lebanese company profiles, including logos, corporate identity, posters, flyers, menus, and catalogs while ensuring maximum brand awareness of the target audience.
- Updated and monitored new strategies on their social media platforms (Facebook, Instagram, LinkedIn, Twitter).
- Consulted and worked directly with company clients from different fields as medical, vehicles, real-estate, environmental, handcrafts, cosmetics, driving up conversion rates by 20% on average.
- Established and managed a freelance graphic design business that aims to assist companies in brand development such as BEA Technology, AdaaTec, LEAD Healthcare Consultancy, WATAD Association, and Arnoob.
- Conceptualized logos, social media channels to promote products brand.

INTERN GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

UNICEF – GIL PROGRAM

March 2021 – Present

- Designed templates for 3 success story of GIL Program beneficiaries, 3 quotes, Q&A, and several workshops per month for social media platforms and under construction website.
- Created content of social media posts and helped the communication team in translating all the success stories bilingual English and Arabic.
- Organized events for interns (designs, social media, meeting invites, registration for events...).
- Promoted to team leader position, managing all outstanding work with team to ensure completion.

CONTACT

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CORE COMPETENCIES

Adaptability

Commitment

Digital Marketing

Design Principles

Marketing and Advertising

Social Media Strategy

Adobe Suite

Ideation

Printing Design

Effective visual
Communication

Problem Solving

Google Ads

Project Management

Staff development and
Leadership

SEO Analysis

CORE SKILLS

Learning Agility

Organizing

Critical Thinking

Adaptiveness

Active Listening

MEMBERSHIPS

Member of the Lebanese
Graphic Design Syndicate

Member of the committee
neighborhood in Tripoli

TEACHER FOREIGN LANGUAGE – HOMEWORK SUPPORT

WarChild Holland and Ribat Association

February 2020 – March 2022

- Created videos about the basic learning materials such as French, Mathematics, Arabic and Biology, also activities, stories, and songs.
- Developed a curriculum plan in order to track the progress of the curriculum and students in each cycle of the project, and prepared examinations.
- Followed up with the attendance of more than 40 students and their homework's, communicated with their parents when its necessary, encouraged them and promoted their progress and wellbeing.

SENIOR GRAPHIC DESIGNER

SMARTVISION

March 2015 – November 2019

- Developed logos, corporate's identity, posters, flyers, printing designs, rollups, infographics for at least 15 brands that exceeded the expectations of my clients (LEAD, Nathalium, Golden Jamal, Dila Globalist, Beyrouthy...).
- Designed and produced packaging designs for more than 5 industrial companies and stores in North of Lebanon.
- Retouched products photos for more appealing appearance.
- Achieved strong relationships and many friendships, as always keen to finish work on time and communicate well with our customers.

EDUCATION

GOOGLE PROFESSIONAL DIGITAL MARKETING PROGRAM

Digital Marketing and E-commerce Certificate

MAY 2023

TECHNICAL LICENCE IN GRAPHIC DESIGN

The National Pedagogical Institute of Technical Education

July 2014

TRAINING

- TOT – Entrepreneurship and Innovation for Youth – WarChild – May 2023 – 1 Month
- Career Guidance and Child Protection – WarChild – April 2023 – 1 Month
- Digital Marketing Program – AMIDEAST & FORWARD MENA – January 2023 – 4 Months
- Freelance Career – MERCY CORPS Freelance Academy – February 2023 – 3 Months
- Teaching Women Enhanced English Program – USPEAK & US. Embassy – June 2022 – 9 Months
- Design Entrepreneurship Incubator Program – GOETHE Institute & GIZ & Circular Hub & Eco Consulting – November 2021 – 3 Months
- Digital Marketing and Content creation – Tripoli Entrepreneurs Club & GIZ – February 2021 – 4 Months
- Digital Marketing – Challenge To Change & Joseph Yaacoub – November 2020 – 1 Month
- Pharmacist Assistant – LEAD Healthcare Consultancy & GIZ – September 2020 – 4 Months
- Child Protection, Safety and Prevention, Basic Literacy and Numeracy – January 2020 - 1 Month