



# JOANNA HAKIM

 Mansourieh

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## PROFILE INFO

Motivated first-year Graphic Design student at ALBA with over three years of experience managing social media marketing and sales. Skilled in creating engaging posts, running online campaigns, and handling customer relations. Aiming to expand my skills in design and marketing to contribute creatively to future projects.

## CAREER OBJECTIVE

Eager to leverage my experience in social media management and marketing to acquire new skills, learn from industry experts, and contribute to innovative projects. I am passionate about continuous learning and applying my creativity and dedication to any role I take on.

## EXPERIENCE

### Marketing Manager

#### Life Care Lebanon - Home care service agency

 2021 - PRESENT  Mansourieh

- Managed Life Care Lebanon’s social media pages (Instagram, Facebook), growing engagement to over 20,000 views in less than 20 days through creative posts.
- Led marketing strategies to increase sales and brand awareness.
- Created visually appealing and effective designs across a variety of platforms, including web, print, branding, and advertising.
- Assisted customers in-store with selecting and purchasing medical equipment, ensuring high-quality customer service.

#### Private Tutor

 2021 - 2024  Mansourieh

- Private courses in Mathematics, Physics, chemistry, biology and languages (English, Arabic, French) for all complementary and secondary classes.
- Focused on students engagement helping them improve language skills and academic performance.

#### Red Cross Youth Department Member



 2023 - 2024  Beit Mery

- Led group activities for children, fostering teamwork and communication in a community-focused environment.
- Gained leadership skills by managing and guiding groups during events, volunteer work, and educational programs.
- Developed responsibility and effective communication by organizing and participating in community outreach.

## EDUCATION

### Bachelor of Graphic Design

Académie Libanaise des Beaux-Arts (ALBA)

 2024 – Present  Dekwaneh

## SKILLS

- Software: Canva, Photoshop, Adobe Illustrator.
- Microdoft Office: Word, Excel, PowerPoint, Outlook.
- Dance: Professional training in choreography and performance.
- Public Relations
- Teamwork & Leadership

## LANGUAGES

- English (Native)
- Arabic (Native)
- French (Native)

## INTERESTS

My interest in marketing began at the age of 15, driven by a strong passion for helping businesses grow and engage their audiences through creative strategies.