

**TANIA AL-HINNAWI**  
Beirut, Lebanon  
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## EDUCATION

### LEBANESE AMERICAN UNIVERSITY

*Bachelor of Science in Business Studies (Emphasis: Marketing)*

GPA: 3.0

**BEIRUT, LEBANON**

September 2021 – June 2024

- **Relevant Coursework:** Managerial Accounting, Managerial Finance, Brand Management, Marketing Research, Consumer Behavior, Marketing Strategy and Integrated Marketing Communication, E-Marketing, Consumer Behavior.

## PROFESSIONAL EXPERIENCE

### Ollcom

*Freelance Pipeline Creator*

**June – September 2024**

*Saudi Arabia*

- Built a 400-lead database for the GCC market, focusing on KSA, by leveraging LinkedIn sales navigator, rocket reach, and other data sources, ensuring accuracy and relevance.
- Conducted market research and streamlined data management processes, transforming raw data into structured formats to support strategic decision-making and business development.

### United Trance

*Customer Service Representative*

**January 2024 – Ongoing**

*Erbil, Iraq*

- Improved customer satisfaction and engagement through proactive follow-ups, direct meetings, and daily outreach calls promoting seasonal offers.
- Streamlined operations by organizing customer data and implementing efficient systems to enhance workflow.

### Grand Outlet

*Social Media Director*

**January – June 2024**

*Beirut, Lebanon*

- Captured product photography for luxury brands like Karl Lagerfeld and Coach while managing daily social media content to enhance engagement.
- Developed and executed marketing strategies to drive customer interaction and brand loyalty.

### MedLife

*Social Media Director*

**September 2023 – May 2024**

*Beirut, Lebanon*

- Designed seasonal marketing campaigns for events like independence day and mother's day, while leading initiatives to boost engagement.
- Collaborated with teams and coordinated volunteer recruitment by contacting schools.

## CERTIFICATES

- **HubSpot Academy:** Social Media Certificate (September 2024); Social Media II Certificate (September 2024); Digital Marketing Certificate (September 2024); Content Marketing Certificate (September 2024); HubSpot Sales Hub Software Certificate (September 2024); Inbound Marketing Certificate (May 2023)
- **HULT:** HULT Prize Certificate (March 2024)
- **L'Oréal Brandstorm:** Best Inclusivity Award (March 2024)
- **CITI Program:** Social-Behavioral-Educational Researcher (October 2023)

## OTHER

**Skills:** Microsoft Office; Sales; Customer Satisfaction; Teamwork; Communication; Creativity; Presentation Skills.

**Languages:** English (fluent); Arabic (fluent).

**Extracurricular:** L'Oréal Brandstorm; Marketing Club; Event Organizational Club; Participated in Various competitions at LAU; Class Coordinator for MMKN.