



Zeina El Hasan

Marketing | PR | Administration



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Beirut, Lebanon

Career Summary

- An enthusiastic, motivated, and fast-learning person holding a Bachelor's Degree in HR Management, with a focus in Marketing, and currently finishing my MBA. Through my previous experiences, I was able to show my leadership talents, work ethic, and principles; in addition to a demonstrated track record of defining objectives with the implementation of best practices.
- My primary objective is to cultivate a dynamic career in the vibrant realm of marketing, or any business-related position. I thrive particularly in marketing planning, administrative tasks, and digital endeavors, encompassing design and video creation, system optimization and report writing.

Work Experience

IAHV Peacebuilding, Beirut, Lebanon

Sep 2024 - Present

ADMINISTRATIVE PROJECT COORDINATOR

- Preparing documents and reports for various projects.
- Managing calendars and setting deadlines to ensure timely completion of tasks.
- Prioritizing and managing tasks to maintain efficiency and productivity.
- Utilizing Microsoft Excel for data entry, modeling, and analysis.
- Designing engaging PowerPoint presentation for pitching collaborations with NGOs.
- Writing professional emails & e-newsletters.
- Creating and editing videos, and designing posters for promotional materials.
- Building and designing websites for grants.
- Curating and overseeing content for the organization's social media platforms.
- Planning, posting, and tracking performance of social media activities.
- Interacting with IAHV community, addressing questions, and responding to feedback.
- Coordinating and marketing events like workshops and mental health initiatives.
- Performing market research to spot trends and opportunities, followed by compiling analytical reports.

Global University, Beirut, Lebanon

Aug 2022 - Sep 2024

MARKETING & PUBLIC RELATIONS COORDINATOR

Administrative Tasks:

- Assisted the Head of Admissions in planning, organizing, and delivering successful admissions events including welcoming, entrance exams, exhibitions, and alumni gatherings.
- Liaised with department heads and advisors to organize meetings with prospective students as required.
- Oversaw application deposits and dealt with admissions invoice queries.
- Entered and maintained application data at all stages of the admissions process, including initial application, required papers, financial details, and entrance exams.
- Assisted in the documentation for pursuing accreditation.

Marketing & PR Tasks:

- Acted as the first point of contact for prospective students, their parents, instructors, and advisors.
- Provided information, advice, and guidance on all matters related to admissions to programs.
- Provided high-level customer service via email, telephone, and face-to-face communications with prospective parents, clients, students, and Global University's wider networks,
- Accompanied visitors to specific areas of the university to ensure the smooth running of visits and giving tours when requested.
- Visited schools across Lebanon to build connections & promote Global University.
- Developed and managed content for the university's website and social media channels.
- Created, scheduled, and monitored social media posts.
- Engaged with the university community and responded to inquiries and comments.
- Organized and promoted university events such as open doors, alumni events, and academic conferences.
- Coordinated logistics and ensured events run smoothly.
- Conducted market research to identify trends and opportunities.
- Worked with various departments to ensure cohesive marketing and communication strategies.
- Supported department-specific marketing needs.
- Scheduled and organized entrance exams, summer programs, and school visits.

Designer's ID, Beirut, Lebanon

Aug 2021 – Aug 2022

ADMINISTRATIVE ASSISTANT – HR FUNCTION

- Administered compensation, benefits, and performance management systems, and safety and recreation programs.
- Analyzed and modified compensation and benefits policies to establish competitive programs and ensure compliance with legal requirements.
- Identified staff vacancies and recruited, interviewed, and selected applicants.
- Performed difficult staffing duties including dealing with understaffing, refereeing disputes, firing employees, and administering disciplinary procedures.
- Planned and conducted new employee orientation to foster positive attitude toward our objectives.
- Planned, organized, directed, controlled, and coordinated the personnel, training, or labor relations activities of the company.

A+ E-Services, Beirut, Lebanon

Aug 2020 – Sep 2024

FOUNDER & RESEARCHER

- A+ E-Services is a small business that offers university students educational support. We provided online tutoring, guidance, research support, and documents writing and translation services.
- As the founder, my role consisted on building the brand image and reputation of the business, managing the marketing campaigns and ensuring consistent social media management.
- I built intimacy and managed customer relationships with clients, delivered high quality services, managed all financial transactions and kept financial records and reports.
- I was also responsible for hiring team members.

Education

MASTER'S IN BUSINESS ADMINISTRATION

In Progress

Global University, Beirut, Lebanon

BACHELOR'S IN HUMAN RESOURCES MANAGEMENT

Global University, Beirut, Lebanon

TECHNICAL BACCALAUREATE IN ACCOUNTING

CIS College, Beirut, Lebanon

Expertise

- Planning
- Mindmapping
- Research & Writing Reports
- Video Editing
- Poster Design
- Web Design
- Project Coordination
- Social Media Management
- Traditional & Digital Marketing

Languages

Arabic



English



French



References available upon request.