

## **Lamees Halawi, SHRM certified**

**Address:** Beirut, Lebanon

**Email:** [Lamees.halawi@outlook.com](mailto:Lamees.halawi@outlook.com)

**Phone Number:** [+961 70 698 272](tel:+96170698272) | [LinkedIn](#)

### **EXPERIENCE**

---

#### **UM Worldwide**

**Beirut, Lebanon**

*Performance Media Executive*

*March 2022 – Present*

- Manage and execute paid marketing campaigns across Facebook, Instagram, Snapchat, TikTok, Twitter, and LinkedIn for STC accounts in KSA, aligning with campaign objectives and client needs.
- Optimize campaigns to meet low-cost goals, applying strategies that enhance overall efficiency and performance.
- Generate weekly and end-of-campaign reports, providing insights and recommendations to improve future campaign outcomes.
- Complete year-end tasks and reports, ensuring campaigns consistently meet or exceed client expectations and performance targets.

#### **Mission235**

**Aley, Lebanon**

*Human Resources Specialist*

*February 2021 – January 2022*

- Developed a new organizational hierarchy to streamline roles and improve internal structure.
- Hired and onboarded 6 new employees, providing orientation on company policies, benefits, and procedures for a smooth transition.
- Coordinated in-house training on communication skills, team-building activities, and headhunting techniques, enhancing team collaboration.
- Sourced and assigned relevant technical training to employees, supporting skill development and alignment with role requirements.

#### **Ain Wazein Medical Village**

**Chouf, Lebanon**

*Training and Development Officer*

*February 2017 – February 2018*

- Conducted thorough performance appraisals for 650 staff members, analyzing results and assigning targeted training programs to address specific improvement areas.
- Contributed to achieving ISO 19011 certification in Management Systems, recognizing excellence in structured training and development practices.
- Managed the full sourcing process to secure favorable training offers from various institutes, ensuring cost-effective, high-quality training solutions.
- Organized comprehensive in-house training logistics, including catering, space arrangement, and materials, to support smooth session delivery.

#### **Ananda Marga Universal Relief Team (AMURT)**

**Chouf, Lebanon**

*Human Resources Coordinator and Public Relation Officer*

*November 2015 – February 2017*

- Created and managed office and outreach visit schedules to adapt effectively to shifting project needs, ensuring reliable availability for the team and clients.
- Developed, revised, and distributed essential forms for social workers, maintaining compliance with internal and external standards.
- Supported the outreach team in conducting Syrian refugee family visits, collaborating closely with local NGOs to strengthen service delivery and identify partnership opportunities.

#### **Middle East Airlines (MEA)**

**Beirut, Lebanon**

*HR Intern*

*July 2015 – August 2015*

## PROJECT-BASED EXPERIENCE

---

### **Recruitment Specialist – New Cairo, Egypt**

*October 2021 – January 2022*

- Served as a recruitment specialist for a real estate company, successfully hiring 12 sales representatives by managing the full recruitment process, including screening calls and conducting technical and HR interviews.

### **Recruitment Specialist | A to Z Services – Qatar**

*October 2021*

- Oversaw the recruitment of runners, waiters, and chefs for the 2022 World Cup, completing over 200 hires to meet the demands of this large-scale event.

### **Public Relations Officer | IAM Production – Chouf, Lebanon**

*November 2020 – December 2020*

- Acted as a liaison between the company and its partners, stakeholders, and municipalities, facilitating effective communication and collaboration on various projects.

### **Training and Development Specialist | AMURT – Chouf, Lebanon**

*February 2020 – August 2020*

- Delivered 220 hours of training focused on life skills, soft skills, and communication, enhancing the personal and professional development of participants.

### **Administrative Specialist | Land of Opportunities (LDPA) – Beirut, Lebanon**

*May 2019 – September 2019*

- Opened a new branch in Lebanon by managing logistics, paperwork, and hiring processes, successfully recruiting 7 new psychologists and overseeing sales initiatives.

### **Project Officer and Area Manager | AEP – Beirut, Lebanon**

*January 2019 – May 2019*

- Managed administrative tasks and sales efforts at the Lebanese branch, including meetings with municipalities to promote webinars and increase potential customer engagement.

## EDUCATION

---

### **Cardiff Metropolitan University, United Kingdom**

**Cardiff, Wales**

*Master's Degree in Human Resources Management and Services (two-year program)*

*January 2022*

### **Notre Dame University – Louaize (NDU)**

**Zouk Mosbeh, Lebanon**

*Bachelor's Degree in Human Resource Management (three-year program)*

*January 2016*

### **International Association of Business Communicators (IABC)**

**California, USA**

*Diploma in NGO Management (one-year program)*

*February 2016*

## SKILLS

---

**Technical Skills:** Microsoft Office Suite (Word, Excel, PowerPoint), Outlook, Research, Digital Marketing, Paid Marketing Campaigns, Strategy Optimization, Talent Management, Project Management, Planning, Execution, Oversight, Human Resources Management, Recruitment, Onboarding, Employee Relations, Training & Development, Implementation, Public Relations, Stakeholder Engagement, Community Relations, Data Analysis, Performance Metrics, Decision-Making.

**Soft Skills:** Leadership, Communication, Teamwork, Conflict Resolution, Motivation, Organization, Adaptability, Time Management, Problem Solving, Critical Thinking, Creativity, Interpersonal Skills, Emotional Intelligence, Flexibility, Attention to Detail, Initiative.

## LANGUAGES

---

**Arabic** (native), **English** (full professional proficiency).