

# Mohamad Hachem

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**Nationality:** Lebanese | **Location:** Beirut, Lebanon | [LinkedIn](#)

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## Summary

Marketing student professional in digital marketing, e-commerce management, and web development. Skilled in crafting and executing digital strategies that enhance brand visibility and engagement. **Project**

### Content Creation and Social Media Campaigns

- Managed Meta Ads campaigns for Souktronics and Yarasanjab, creating ad copy and visuals that boosted brand visibility.
- Designed social media content using Canva, increasing audience engagement.
- Optimized campaigns through A/B testing, improving ROI and traffic.

### Website Design and Development

2024

- Developed and launched a full website using HTML, CSS, and WordPress for a business specializing in blue light blocking glasses for gamers.
  - Designed website layout and user interface using Elementor for a responsive, visually appealing design.
  - Implemented and customized WooCommerce for e-commerce functionality and product listings.
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- Integrated Yoast SEO plugin to optimize website content for search engines, improving visibility.
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- Installed WP Rocket to enhance website performance and loading speed.
  - Secured the website with Wordfence to provide protection against security threats and vulnerabilities.
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- Optimized images using Smush to reduce file sizes without compromising quality, ensuring faster page load times.
  - Set up Mailchimp for WordPress to manage email marketing campaigns and collect customer emails.
  - Configured Google Analytics Dashboard for WP to monitor website traffic and performance metrics.

- Purchased domain, managed hosting setup, and ensured seamless website launch from development to deployment.

## Education

**Bachelor Degree: Marketing – LIU**

**October 2021 – Present**

## Certificates

**Step By Step Process – Udemy**

**2024**

**Google Ads for Beginners – Udemy**

**2024**

## Skills

E-commerce Management, Web Development, Email Marketing, Digital Marketing, Project Management, Social Media Integration, Security Protocols, Visual Design Tools.

**Computer Skills:** Microsoft Office (Word, PowerPoint, Excel)

**Languages:** Arabic Native Language | English B1