



HUSSEIN R. ATWI

DIGITAL MARKETING SPECIALIST |
COMMUNITY MANAGEMENT | SAAS TECH

PROFESSIONAL SUMMARY

I'm a digital marketing specialist with a background in automation, SaaS solutions, Artificial Intelligence, and community management. I've worked across Europe and the Middle East and am now looking to contribute to a purpose-driven, growing organization.

CONTACT INFO

Phone: +961 76 852 602

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Address: Beirut, Lebanon (Location-flexible)

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WORK EXPERIENCE

Freelance Digital Marketer | Dec. 2023 – Present

Self-Employed (Full-time, Hybrid, Lebanon)

- Planned CRM workflows, email automation, WhatsApp campaigns, and built AI-powered chatbots using GoHighLevel, HubSpot, and Zapier
- Managed content and personal branding across LinkedIn, Instagram, Facebook, and TikTok, focusing on short-form video
- Designed Ad campaigns for e-commerce brands in Lebanon and Kuwait, and managed the Meta ad accounts as well as creating ad content

Marketing Manager | Jan. 2023 – Jul. 2023

Bloxa Studio (Internship & Full-time, Hybrid, Hungary)

- Established the full marketing infrastructure for a Web3 and Metaverse development studio, building its presence from the ground up through strategic campaigns
- Led all core marketing functions including SEO, paid advertising, content creation, and analytics, gaining end-to-end experience in developing scalable growth systems

Teaching Assistant (E-commerce & Asia Business Courses) | Sep. 2020 – Jan. 2022

University of Szeged (Part-time, Hybrid, Hungary)

- Created a structured course development plan aligned with the program's objectives
- Helped design and deliver course content, gave two guest lectures on digital marketing strategy

Email Marketing Intern | Sep. 2021 – Dec. 2021

Acadium (Internship, Remote, United States)

- Collaborated with a Business Coach to develop a comprehensive email marketing strategy
- Created and designed compelling email content to boost lead generation and conversion rates

EDUCATION

University of Szeged (Hungary) | 2019–2023

Bachelor of Science in Business
Administration and Management

LANGUAGES

Arabic: Native

English: Fluent (C1)

French: Intermediate (B1)

KEY SKILLS



DIGITAL SKILLS

- **Automation & CRM:** GoHighLevel, HubSpot, Zapier, Notion, MS Office, Google Suite
- **Marketing & Content:** Canva, Capcut, Google Ads, Google Analytics, Meta Ads, SEO, Video Marketing
- **AI Tools & Web3:** Building Chatbots and AI Agents, Midjourney, RunwayML, NFT Loyalty Programs

SOFT SKILLS

- **Leadership & Management:** Team Leadership, Project Management, Event Planning
- **Communication & Strategy:** Public Speaking, Client Relations, Inter-Cultural Collaboration
- **Creative Thinking:** Content Strategy, Problem-Solving, Adaptability

CERTIFICATIONS



- **Revenue Operations** – HubSpot Academy (2025)
- **Building Systems with the ChatGPT API** – DeepLearning.AI (2025)
- **Learning How to Learn** – Coursera (2025)
- **Sports Marketing Essentials** – Front Office Sports (2025)
- **Effective Problem-Solving & Decision-Making** – Coursera (2022)
- **Agile Project Management** – Coursera (2021)

AWARDS & CONFERENCES



- Received the **Hungarian Government Full Scholarship** covering all of my university studies

Attended the following conferences as a Media Member or Participant:

- **Nexus Tech Conference** – Kuwait City, Kuwait (Dec. 2024)
- **TMRW Conference** – Belgrade, Serbia (May. 2023)
- **Untold Stories Startup Conference** – Budapest, Hungary (Nov. 2022)

EXTRACURRICULAR ACTIVITY



- **Community Leadership:** Co-founded a self-development meetup group and hosted 10+ events for a 500+ member Facebook community in Szeged, Hungary
- **Academic Programs:** Participated in Coursera Summer Camp and International Week at University of Szeged
- **Non-Profit Causes:** Took part in the Google Ad Grants Challenge (2020) and worked with a non-profit organization based in the UK on optimizing Google Ads with a 10k USD budget

REFERENCES



Talal S. AlHabib
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Dr. Balázs Révész
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