

Hatem Bou Hadir

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Summary

Results-driven and adaptable marketing professional with hands-on experience in digital marketing, SEO, and market research. Eager to apply skills in AI tools, data analysis, and campaign development to enhance brand visibility and customer engagement in an entry-level marketing role. Proven ability to support business objectives through creative and analytical solutions, with a commitment to continuous learning in dynamic team environments.

Experience

Marketing Intern | ZOD Security, Beirut, Lebanon April 2025 - June 2025

- Assisted in developing and executing branding strategies to improve company visibility and customer engagement.
- Managed social media accounts by creating and scheduling engaging content across various platforms.
- Collaborated with teams to support the development and execution of marketing campaigns.
- Monitored competitor activities and market trends to provide actionable insights for strategic planning.
- Conducted SEO research and implemented optimization techniques to improve website ranking and organic traffic.
- *Awarded "Rising Star" recognition for exceptional performance and innovative contributions.*

Marketing Intern | ZOD Security, Beirut, Lebanon July 2025 - August 2025

- Contributed to SEO strategies, content creation and team workshops
 - Gained hands-on experience through real case studies and expert feedback
 - *Applied AI tools in marketing and received recognition for excellence in AI integration.*
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Education

Intensive Digital Marketing Course | CIS College, Beirut, Lebanon August 2024 - December 2024

B.A. in Liberal Arts and Sciences - Public Relations | Lebanese International University, Beirut, Lebanon October 2019 - July 2024

Certifications

- Introduction to Social Media Marketing by Meta - Coursera February 2025
 - Social media management by Meta - Coursera April 2025
 - Fundamentals of Social Media Advertising by Meta - Coursera July 2025
 - Advertise with Meta by Meta - Coursera July 2025
 - Measure and Optimize Social Media Marketing Campaigns by Meta - Coursera August 2025
 - Introduction to Google SEO by University of California, Davis - Coursera June 2025
 - Social Media and Digital Marketing Fundamentals by Digital Marketing Institute - Coursera March 2025
 - Artificial Intelligence in Marketing by University of Virginia - Coursera February 2025
 - Advanced Certificate in Program and Project Management by MTF - Udemy June 2025
 - Social Media Marketing - Hubspot Academy December 2024
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Skills

Digital Marketing: Campaign Management, Content Creation, Social Media Marketing, SEO

Technical: Microsoft Office, Artificial Intelligence (AI), Data Analysis, Research and Data Entry

Soft Skills: Leadership, Communication, Critical Thinking, Skill Development

Specialized: Market Research, Social Media Management, Program and Project Management, Data Storytelling

Languages

Arabic: Native

English: Conversational

French: Basic