

# Hadeel Al khatib

Marketing,Sales,Business  
Development,Research

## Contact



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Beirut,Lebanon

## Certifications

**HubSpot** – Inbound Marketing

**Nestlé** – Marketing Foundations

**CITI Program** – Research Ethics and  
Compliance

## Volunteer Work

**Operation Big Blue Association** – Volunteer

Participated in coastal clean-up .

**History Club** – Lebanese American University

## Languages

English-Fluent

Arabic-Native

## Skills

Sales • Marketing • Canva Design • Content

Planning • SEO • Communication • Market

Research • Customer Engagement • Social

Media Strategy • Education & Training



## Education

### Business Marketing

*Lebanese American University*

### Minor in advertising & PR

*Lebanese American Univerity*



## Experience

### SkillUp MENA : Research & Development Specialist (July 2025-Present) Saudi Arabia (Remotely)

- Conducted market and competitor analysis to identify potential growth opportunities in the GCC.
- Supported creation of innovative learning programs and HR community initiatives.
- Worked on Company Branding
- DevelopedMarketing Strategies
- Handled large number of calls for project management
- Collaborated with Marketing team to work on company's market image
- Worked on building a new community in GCC (Research,Branding,Marketing strategy)

### SkillUp MENA :Business Development Representative (July 2025-Present) Saudi Arabia (Remote)

- Practiced reaching out to HR and L&D leaders across Saudi Arabia and Oman to introduce corporate learning solutions.
- Maintained CRM records and contributed to expanding the client pipeline.
- Maintained relationships with existing clients
- Identified new business opportunities

### Whish Money : Aftersales Trainee (June-August 2025) Beirut,Lebanon (On-site)

- Received aftersales training focused on customer communication and service quality.
- Collected participant feedback and contributed to improving training content.
- Supported internal coordination between the sales and training units.

### BMB : Marketing Instructor (July 2023-July 2025) Beirut,Lebanon (On-site)

- Delivered lessons on digital marketing fundamentals.
- Mentored students through real-life campaign projects and brand management tasks.

### Digitalexpress : Content Creator (Apr 2020-Dec 2024)) Beirut,Lebanon (Hybrid)

- Developed content calendars aligned with brand and campaign goals.
- Worked as a creative team to ensure strong visual identity and consistent tone of voice.
- Conducted Online B2C & B2B sales

### Pharmaline : Social Media Marketing (Jan - April 2024) Beirut,Lebanon (On-site)

- Assisted in developing social media posts and digital advertising materials.
- Monitored engagement metrics to evaluate campaign effectiveness.
- Designed posts through Canva