

Insaf Hadka

Marketing & HR Professional | Brand Founder

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PROFILE

Marketing & HR graduate with hands-on experience in social media management, content creation and customer engagement. Founder of a self-care brand with full ownership of marketing, operations, and customer experience.

EDUCATION

Bachelor of Business Administration, Phoenicia University - PU

Key Courses: Principles of Marketing, Marketing Communications and Advertising, Public Relations, Digital and Social Media, Business Law, Entrepreneurship, Strategic Management, Human Resource Management, Public Speaking, Advanced Topics in Organizational Behavior and Management, Leadership, Managerial and Cost Accounting, Economics, Statistics, Corporate Finance, Management Information System

Feb 2019 – Feb 2022

Sarafand, Lebanon

GPA: 3.64/4.00

Lebanese Baccalaureate in General Sciences,

National Evangelical Institute for Girls and Boys

Jun 2018

Saida, Lebanon

AWARDS

Dean's Honor List - PU

Placed on the Dean's Honor List from fall 2019-2020 until graduation

WORK EXPERIENCE

Founder & Owner, Drops Of Heaven

Dec 2023 – Present

Lebanon

- Founded an independent self-care brand specializing in body care products
- Created social media content (reels, visuals, posts, captions)
- Managed all marketing activities, including ads, promotions and campaigns
- Handled customer service, order management and client satisfaction
- Monitored performance and engagement across platforms

Onboarding Advisor & Content Creator, Reel ai

Jul 2023 – Oct 2023

Remote

- Reached out to and onboarded creators via emails and meetings
- Managed daily follow-ups and communication
- Created social media content across platforms
- Designed digital content using Canva
- Developed blog and written content

Social Media Specialist & Content Creator, Cedars Software Solutions

Jan 2023 – Jul 2023

Nabatieh, Lebanon

- Developed and managed content for the company's social media channels
- Acquired proficiency in Canva to create content effectively
- Prepared pitch decks and PowerPoints for multiple events
- Worked on Web content and design using WordPress

Freelancing, REA Trading Company - LTD Jun 2022 – Oct 2022
• Responded to management-related inquiries for NGO projects
• Developed business plans for the projects
• Prepared marketing analyses and pitch presentations for each
• Designed professional PowerPoint presentations
Remote

Administrative Intern, Makhzoumi Foundation Jun 2021 – Aug 2021
• Coordinated with multiple branch heads and staff members
• Followed up with the Foundation's instructors
• Prepared monthly operational reports
• Created course syllabi for the training classes offered
Beirut, Lebanon

CERTIFICATIONS & TRAINING

Content Marketing, HubSpot Academy Nov 2023
Google Ads for Beginners, Coursera Oct 2023

EXTRACURRICULAR ACTIVITIES

Peer Support Program - PU, Mentor Mar 2021 – May 2021
• Assisted in improving students' English-speaking skills
• Trained them for PowerPoint presentations
• Developed their oral presentation competencies
Sarafand, Lebanon

SKILLS

Languages

Arabic (Native), English (Fluent)

Marketing & Content

Social Media Management, Content Creation, Canva, Basic Digital Marketing

Tools

Microsoft Word, PowerPoint, Excel

Professional Skills

Communication, Time Management, Leadership, Teamwork, Customer Service