

# Aya Hamzeh

## Human Resources Management – Social Media Marketing

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## Education

**2021-2024, BACHELOR'S DEGREE IN HUMAN RESOURCES MANAGEMENT**  
*AT RAFIK HARIRI UNIVERSITY*

**2018—2021, OFFICIAL LEBANESE BACCALAUREATE (LIFE SCIENCE)-  
WITH HIGH DISTINCTION**  
*AT BAAKLINE OFFICIAL SECONDARY SCHOOL*

## Professional Experience and Trainings:

### **2025 HR Junior – Maya World (January - Present)**

- Maintain and update employee files and records in compliance with company policies and legal requirements
- Post job vacancies on LinkedIn and other recruitment platforms
- Screen CVs and shortlist candidates based on job requirements
- Schedule and assist in conducting interviews with potential candidates
- Support the recruitment process from job posting to final hiring steps
- Handle employee onboarding processes, including preparing documentation and coordinating orientation sessions
- Prepare, submit, and follow up on NSSF (National Social Security Fund) documentation for new and existing employees
- Assist in drafting employment contracts, offer letters, and onboarding kits
- Maintain updated job descriptions for all positions
- Support offboarding processes including clearance forms and exit interviews
- Coordinate internal HR communications and announcements
- Assist in organizing employee engagement activities and initiatives
- Provide administrative support to the HR department and handle employee inquiries
- Stay updated on labor law changes and HR best practices to ensure compliance

### **2022-2025 Social Media Manager – Freelance: (Present)**

- Content creator for different pages
- Managing Social Media Accounts “Instagram, TikTok and Facebook” in Lebanon and Dubai: “eyadmalaeb. choreographer – katias\_diet\_center – Jeddo’s Grill , Padelton.lb.”

## **2024-2025 Media + Project Coordinator at ConstruBIM (November – January)**

### **Media Coordination:**

- Developed and managed advertising campaigns across various platforms.
- Identified and analyzed target audiences to optimize ad performance.
- Created, monitored, and adjusted campaigns to maximize reach and engagement.
- Managed ad budgets to ensure cost-effective and high-performing campaigns.
- Analyzed key performance metrics and provided insights for optimization.

### **Project Coordination:**

- Led collaboration between internal teams and clients, ensuring smooth execution of digital campaigns.
- Managed project timelines, deliverables, and team coordination to meet deadlines.
- Acted as the bridge between creative, technical, and client teams, ensuring seamless workflow and execution.
- Provided ongoing updates and insights to stakeholders on campaign progress and performance.

## **2025 Ads Specialist at SuperCarBoutiqueb (January-March)**

- Developed and managed advertising campaigns across various platforms.
- Identified and analyzed target audiences to optimize ad performance.
- Created, monitored, and adjusted campaigns to maximize reach and engagement.
- Managed ad budgets to ensure cost-effective and high-performing campaigns.
- Analyzed key performance metrics and provided insights for optimization.

## **2024 Human Resources Management Internship at The Creative9 (May – August)**

- Assisted with the recruitment process, including job postings, resume screening, and coordinating interviews.
- Supported onboarding processes by preparing new hire documentation and conducting orientation sessions.
- Maintained employee records and ensured all information was up-to-date and accurately filed. Assisted in the development and implementation of HR policies and procedures.
- Participated in employee relations activities, addressing staff concerns and contributing to a positive work environment.
- **Created and updated job descriptions** to accurately reflect roles, responsibilities, and qualifications required for various positions within the company, ensuring alignment with organizational goals and standards.

## **2023-2024 Social Media Marketer + Project coordinator + At MoonMarc – KSA**

### **Social Media Marketing**

- Crownplaza \_ alkobar – khabriehkhobar – ascott \_ cornichealkhobar – Somersetdowntownalkhobar – alhussangroup

### **Project coordinator:**

- Planning: Expertise in developing project plans, defining objectives and establishing timelines, and allocating resources efficiently.
- Organizing: Assemble project teams, assigning tasks, and fostering collaboration to achieve project effectively
- Executing: Implement project plans and overseeing day-to-day tasks

### **Client Servicing:**

- Acted as the primary liaison between clients and the agency, ensuring seamless communication and satisfaction.
- Managed client relationships, addressed inquiries, and provided strategic recommendations.
- Coordinated with internal teams to deliver customized marketing solutions aligned with client objectives.

## **2023 Internship at Mint Agency + Freelance Client Servicing (June-August)**

- Created and managed content calendars for marketing campaigns.
- Conducted benchmark analyses to assess market trends and competitor strategies.
- Developed creative ideas for branding and promotional activities.
- Collaborated with the marketing team on strategic planning

### **Freelance Client Servicing:**

- Built and maintained strong relationships with clients, ensuring smooth communication and timely project execution.
- Served as the primary point of contact, gathering client requirements, addressing concerns, and providing strategic recommendations.
- Coordinated with design and marketing teams to develop and implement tailored digital solutions that aligned with client goals.

## **2020-2021 Salesperson at Forever living Worldwide company:**

- Developed customer relationships with different kinds of people in many countries.
- Cooperated with the sales and marketing team leaders to determine best products

## **Languages:**

Arabic: Native Language

English: Fluent

French: Fluent

## **Volunteering**

**2022-2024 at Lebanese Red Cross (EMS + Youth Sector).**

**2022: Observer with LADE for the parliamentary elections.**

**2017-2020 Scouts Member in Progressive Scouts.**

## **Certifications & Licensure**

- Diplôme D'études en Langue Française Niveau B2.
- Digital Media and literacy Training with DOT Lebanon.
- Social Media Marketing with DOT Lebanon.
- Exploring Engineering and technology training with GIRLS GOT IT (GGIT).
- Navigation Entrepreneurship program with Rural Entrepreneurs.
- “Personal Branding on LinkedIn” Workshop by Awaited Millennials.
- Psychological aid Training with Lebanese red cross
- Psychosocial support Training
- First aid and CPR course with Lebanese Red cross.

## **Skills:**

- Problem Solving
- Time management
- Team building
- Ability to multitask
- Microsoft office (Word- Excel-PowerPoint)
- Effective Communication

## **References:**

Available upon Request

