

## Rawan Hasan

hasanrawan950@gmail.com • +961 81 060607  
<https://www.linkedin.com/feed/>  
Beirut, Lebanon

Marketing driven professional currently pursuing a **Digital Marketing Diploma at OSB–AUB**, with hands on experience in social media management, brand development, and campaign execution. Strong foundation in analytics, pricing support, and customer engagement, backed by a Bachelor's degree in Food Science & Management. Actively completing **Meta Blueprint certifications** and preparing for official **Meta Certification exams**. Seeking an entry-level to junior **marketing or digital marketing role** where creativity, data, and strategy intersect.

### Core Marketing Skills

- **Digital Marketing:** Social Media Marketing (Instagram, Facebook), Content Creation, Campaign Management, Reels Ads, Meta Ads Fundamentals, Conversions API
- **Branding & Growth:** Brand Identity Development, Promotional Design, Customer Engagement, Community Management
- **Analytics & Strategy:** Marketing Analytics, Customer Segmentation, Performance Tracking, Pricing Support
- **Tools:** Meta Business Suite, Meta Blueprint, Microsoft Excel (analysis & reporting), PowerPoint, Citrix

### Certifications & Professional Development

- **Meta Blueprint – Completed:**
  - Stronger Performance with Meta Conversions API
  - Reach Your Business Goals with Reels Ads
- **Meta Certified Digital Marketing – BAU (2025)** *(In Progress)*  
*Preparing for Meta Certification Exam (within 1 month)*
- Styling & Image Consultation – ESMOD USJ (2024)
- Responsible Conduct of Research – CITI Program (2022)

### Education

**American University of Beirut (AUB) – OSB | Beirut, Lebanon**

**Strategic Branding in the Digital Era – Online Diploma**  
*September 2025 – Present*

## **American University of Beirut (AUB) | Beirut, Lebanon**

### **B.S. in Food Science and Management**

*2019 – 2024*

Relevant Coursework: Marketing, Financial & Management Accounting, Business Finance, Statistics, Data Analysis

## **Professional Experience**

### **Flower Bean and Co | Jiyeh, Lebanon**

#### **Marketing & Operations Associate | *July 2024 – May 2025***

- Planned and executed Instagram marketing campaigns, increasing engagement by **15%** and strengthening brand visibility
- Created branded promotional assets (menus, cups, cards) to enhance visual identity and customer recall
- Supported pricing strategy, inventory optimization, and monthly performance reporting
- Coordinated delivery platform listings, expanding regional sales coverage

### **LPHARM | Aramoun, Lebanon**

#### **Customer Service & Billing Operator | *May 2025 – July 2025***

- Managed customer communication and order processing with high accuracy and satisfaction
- Verified invoices and pricing discrepancies, supporting accurate financial records
- Maintained structured data entry for supplier orders and inventory tracking

### **GroupMed Insurance & Reinsurance | Beirut, Lebanon**

#### **Administrative & Client Service Support | *Feb 2024 – Apr 2024***

- Managed client data using Citrix to support policy processing efficiency
- Assisted clients in selecting insurance plans aligned with coverage needs

## **Digital Marketing & Social Media Experience**

### **Jouri's Bakery | Beirut, Lebanon**

#### **Social Media & Customer Management | *July 2020 – May 2021***

- Developed and executed Instagram content strategy, growing followers by **20%**
- Produced promotional photos and videos to boost brand awareness and sales

- Managed online orders and customer inquiries across platforms

## **Certifications & Professional Development**

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## **Additional Experience (Quality & Operations)**

Experience in quality control, food safety audits, risk assessment, and operational compliance across **Patchi Factory, La Siesta Hotel & Beach Resort, and Al Forno Gourmet**. Responsibilities included conducting inspections, supporting food safety audits, implementing HACCP procedures, performing microbiological testing, assisting staff training, and contributing to waste management and risk assessment studies.

## **Languages**

- Arabic: Native
- English: Fluent