

Hassan F. Hafouda

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Aspiring Digital Marketing Specialist

Aspiring Digital Marketing Specialist graduating in Marketing and Advertising, with a strong focus on social media management and content creation. Skilled in planning and creating digital content for social platforms, with hands-on experience in visual design and basic web development. Proficient in image and video editing tools such as GIMP, DaVinci Resolve, Blender, Inkscape, and Microsoft Office, with the ability to quickly learn and adapt to new platforms and technologies. Motivated, detail-oriented, and eager to grow in a professional digital marketing environment.

Core Competencies

Social Media Management	Content Creation	Teamwork
Analytical Thinking	Social Media Experience	Adaptability
Video & Image Editing	Communication Skills	Time Management

Professional Experience

Al Akkad Cocktail - Juice and Drink Staff, Saida **2023 - 2024**

Accomplishments:

- Prepared a wide range of fresh beverages
- Kept the drink station clean and organized
- Ensured quality of presentation of all orders
- Efficiently processed customer requests in busy hours

Social Media Content Page - Personal Project **2025 - Present**

Entertainment Content Creator

Accomplishments:

- Created and managed a personal social media page focused on horror entertainment content
- Produced and published 6 short-form videos, achieving 400+ total likes
- Reached an average of ~100 likes per video, with a highest-performing video reaching 8,400 views
- Planned content ideas and posting concepts to increase engagement
- Designed visual content using video and image editing tools
- Gained hands-on understanding of platform algorithms, audience engagement, and content performance

Mercy For Humanity, Lebanon

2022 - Present

Non-Profit Meal Distribution Initiative

Volunteer

- Participated weekly in preparing home-style meals for people in need
- Assisted in food packaging, portioning, and organized distribution
- Supported basic kitchen operations and workflow management
- Maintained hygiene, safety, and quality standards during food preparation
- Worked efficiently as part of a team in a high-volume environment

Education

Lebanese University, Hadath, Lebanon, BBA in Marketing, Expected Graduation: 2026

Relevant Coursework: Advertising Media and Strategies, Social Media Marketing, Advertising Design and Creativity

Certificates: Digital Marketing Workshop (IABC, 2024); Photography (Al Reaaya 2023)

Languages: Arabic (native), English (Fluent)

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