

Hassan Hallany

Marketing

PROFESSIONAL SUMMARY

Accomplished professional with expertise in marketing and sales, leveraging strong communication and negotiation skills to drive business growth. Proven ability to solve problems and adapt strategies while fostering teamwork and collaboration to achieve targets. Committed to applying professional time management and interpersonal strengths to contribute to organizational success and innovation.

WORK EXPERIENCE

SALES & MARKETING ASSOCIATE

Sep 2023 — Present

Bag of Brands Outlet

Jounieh

- Monitored inventory levels and coordinated timely restocking to maintain product availability, enhancing customer satisfaction and streamlining sales operations.
- Cultivated customer relationships through personalized product presentations, increasing repeat business and strengthening overall brand loyalty at the outlet.
- Handled customer inquiries and processed transactions efficiently, contributing to improved checkout speed and enhanced overall shopping experience.
- Generated targeted social media content that attracted new customers and enhanced the outlet's market responsiveness and brand awareness.
- Initiated targeted email campaigns that increased customer engagement and supported steady growth in repeat visits to the outlet.

SALES ASSOCIATE

Dec 2020 — May 2023

Awwad Cell Technology

Amchit

- Verified product authenticity during customer transactions to ensure trustworthiness and improve overall customer satisfaction in the retail environment.
- Handled customer inquiries about product features and compatibility, improving purchase confidence and streamlining the sales process.
- Processed customer transactions accurately and efficiently, reducing wait times and enhancing overall store operational flow.
- Advised customers on device upgrades and accessory compatibility, increasing customer satisfaction through tailored solutions and enhancing repeat business potential.
- Cultivated customer relationships through personalized product demonstrations, boosting client engagement and fostering long-term loyalty.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION – MARKETING

Oct 2021 - May 2025

Lebanese International University

Beirut

SOFT SKILLS

Strong communication & interpersonal skills(*Advanced*), Sales and negotiation expertise, Problem-solving & adaptability, Teamwork & collaboration, Professional time management.

CERTIFICATIONS & COURSES

DIGITAL MARKETING INTERNSHIP CERTIFICATE

Jan 2025 — Dec 2025

PixelZ SARL

FIRST AID COURSE

Jan 2019 — Dec 2020

FACEBOOK ADS AND FACEBOOK MARKETING

Jan 2025 — Feb 2025

Udemy

SOCIAL MEDIA MARKETING MASTERY

Aug 2025 — Sep 2026

Udemy

LANGUAGES

Arabic(*Native*), English (*C1 - Advanced*), Frensh(*B1 - Intermediate*).

REFERENCES

THERESE BADER

PixelZ SARL

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FADY SESSINE

Bag of brands outlet

fadisassine30@gmail.com • 70302024

INTERNSHIP

DIGITAL MARKETING INTERN

Aug 2025 — Sep 2025

- Reporting & performance tracking
- Social media management (Instagram, LinkedIn)
- Trend analysis & market research
- Campaign execution & digital advertising support
- Content creation & idea contribution
- Team collaboration & professional communication
- Time management & task efficiency

INTERESTS

Reading,marketing trends,technology,football,basketball,community service