

# Rim Hamdan

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## Digital Marketing

### Summary

Results-driven digital marketing professional with extensive experience in content creation, marketing strategy development, and social media management. Proven ability to enhance brand visibility and engage audiences across various platforms. Adept at collaborating with clients and teams to implement effective marketing plans that drive business growth. Fluent in English, French, and Arabic, with strong technical skills in various digital tools.

### Key Competencies

Digital Marketing Strategy, Content Creation, Data Analysis, Social Media Management, Market Research, Visual Merchandising, Collaboration and Teamwork, Customer Engagement, Training and Development, Project Management, Multilingual Communication.

### Professional Experience

#### Digital Grape Account Manger

Aug. 2023 – Present

- Managed client accounts by developing and implementing tailored content strategies that enhance brand visibility and audience engagement.
- Acted as the primary point of contact for clients, ensuring clear communication and understanding of their marketing goals.
- Analyzed performance metrics to assess the effectiveness of content and make data-driven recommendations for optimization.
- Collaborated with the VG editor and Graphic designer to produce engaging graphics and written material with client objectives.
- Cultivated strong relationships with clients through regular updates and feedback sessions, fostering trust and collaboration.
- Stayed informed on industry trends to offer clients innovative solutions and improve overall account performance.

#### Amideast, Lebanon

June. 2023 – April. 2024

#### Consultant & Facilitator for Digital Marketing Plan for Hotels

- Assessed the digital marketing strategies of hotels through online evaluations.
- Conducted in-person assessments to provide tailored recommendations for marketing improvement.
- Delivered digital marketing sessions focused on best practices and effective strategies.
- Created content creation workshops to train hotel staff on digital engagement techniques.
- Facilitated one-on-one meetings with hotel management to establish and refine digital marketing plans.
- Developed comprehensive training materials to enhance learning and implementation for hotel staff.

#### Danish Refugee Council (DRC NGO), Lebanon

Jan. 2023 – Feb.2023

#### Data Entry Level

- Entered general data for employees, volunteers, and sponsors into the RIMS platform accurately and efficiently.
- Maintained organized data files to ensure easy retrieval and update of information as needed.
- Assisted in verifying the accuracy of entered data to support program operations.
- Collaborated with team members to address data discrepancies and improve record-keeping processes.
- Supported the data entry team by completing tasks in a timely manner to meet project deadlines.
- Provided general administrative support as required, contributing to overall team effectiveness.

**Happy Toys, Beirut, Lebanon**  
**Marketing Coordinator**

**Jan. 2021 – Present**

- Created and maintained the store's brand presence across social media platforms.
- Conducted customer surveys to gather insights and enhance marketing strategies.
- Kept updated on product availability and store promotions to better inform customers.
- Managed visual merchandising by stocking shelves and organizing products for appeal.
- Collaborated with the sales team to align marketing initiatives with sales objectives.
- Developed promotional materials and in-store displays to attract customers.

**Training**

**Certificate in Digital Marketing**  
**Amideast x Forward Mena, Lebanon**

**Feb. 2023**

**Amideast, Lebanon**  
**Digital Marketing Intern**

**Mar. 2023**

**Noknok Application, Beirut, Lebanon**  
**Marketing Coordinator Intern**

**Sep. 2021 – Nov. 2021**

**Education**

**Masters of Business Administration (MBA), GPA 3.7**  
**Lebanese American University (LAU), Beirut, Lebanon**

**Fall 2022**

**Bachelor of Science in Business Marketing, GPA 3.4 (Honors)**  
**Lebanese American University (LAU), Beirut, Lebanon**

**Fall 2019**

**Additional Information**

**Computer:** Microsoft Office (Word, Excel, Access, PowerPoint), SPSS, Access Query, Canva

**Languages:** Arabic (Mother Tongue), English (Fluent), French (Fluent), Spanish (Beginner)