



## Alaa Hasan

**Social Media Executive | Marketing | Strategy & Growth | Analytics & Performance**

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### **PROFESSIONAL SUMMARY**

**Creative** and results-driven **Social Media Specialist** with over **8 years** of experience managing and growing social media accounts for **agencies** and **companies**. Strong background in **content** planning, client **communication**, team **coordination**, and **quality** control. Experienced in building social media pages from scratch, scheduling content, and delivering detailed performance reports. Ability to combine a **corporate mindset** with **creative execution**.

### **PROFESSIONAL EXPERIENCE**

#### **Social Media Specialist - Evolve Marketing Agency, Qatar | February 2023 – Present**

- Managed and published content across Instagram, Facebook, LinkedIn, TikTok, Snapchat, and X using Meta Business Suite.
- Created and launched social media pages from scratch, including profile setup, bio writing, highlight icons, and unified branding across all platforms.
- Communicated directly with clients to understand content needs, shooting requirements, and campaign goals.
- Coordinated with graphic designers and video editors, assigning tasks and providing clear feedback and revisions for posts, branding materials, company profiles, motion graphics, videos, and AI-generated content.
- Reviewed and approved photo and video quality, including color correction, image cleaning, video quality, music selection, and outros.
- Collaborated with content creators to prepare monthly mood boards, captions, and content calendars.
- Organized and reviewed monthly content grids (posts, reels, stories) and shared them with clients for approval.
- Created and managed engagement-focused stories (polls, ratings, Q&A, interactive stories) based on client packages.
- Prepared monthly performance reports including reach, profile visits, follower growth, and audience insights.

#### **Sales and Marketing Supervisor - La Roche | December 2021 – February 2023**

- Scheduled approved content across all platforms for the full month.
- Supervised sales staff and daily operations.
- Monitored sales performance and customer satisfaction.
- Managed day-to-day social media operations across multiple platforms.
- Stayed updated on social media trends, algorithms, and platform updates.

### **Marketing and Saleswoman - Peyrano Chocolate Shop | August 2020 – November 2021**

- Assisted customers with product selection and purchase decisions.
- Delivered high-quality customer service and personalized recommendations.
- Participated in product presentation and chocolate design.
- Increased audience engagement through community management and interaction
- Maintained consistent brand voice and visual identity across channels.

### **Social Media and Sales Manager – “A Technology” Company | September 2019 – July 2020**

- Monitored comments, messages, and mentions to ensure timely responses.
- Analyzed social media performance using insights, analytics, and KPIs.
- Ensured high levels of customer satisfaction through excellent sales service.
- Built strong relationships with customers and supported business growth.
- Prepared regular performance reports with actionable recommendations.

### **Receptionist & Hostess - Rotana Hotel | September 2018 – September 2019**

- Welcomed guests and managed reservations.
- Ensured smooth front-of-house operations and guest satisfaction.

### **Administrative Assistant - AUL University | June 2018 – September 2019**

- Organized and scheduled meetings and appointments.
- Produced and distributed correspondence memos, letters, faxes and forms.
- Ordered office supplies.
- Provided information by attending questions and requests.
- Maintained computer and manual filing systems.

## **EDUCATION**

Bachelor of Business Administration (BBA) - Hospitality Management  
AUL University | 2020 | GPA: 3.8 / 4.0

## **SKILLS**

Social Media Strategy, Content Planning, Platform Management, Community Engagement, Social Media Analytics, Paid Social Campaigns

## **LANGUAGES**

English – Professional | Arabic – Native