

HASSAN RAHAL

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LANGUAGES

- English - fluent
- Arabic - fluent

SKILLS

Digital Marketing & GTM

- Market & Competitor Research
- Positioning & Messaging
- Audience Segmentation
- Launch & Campaign Planning

Digital Channels & Execution

- Search Engine Optimisation (SEO)
- Paid Search (Google Ads)
- Keyword Research
- Email Marketing & Outreach

Tools & Platforms

- Google Ads
- Google Trends & Keyword Planner
- Apollo, Clay, Instantly

CERTIFICATIONS

- Google Ads
- SEO Certificate
- Email Marketing
- Digital Marketing
- Script & Tone Training

PROFILE

Marketing graduate with practical experience supporting teams in the UK and Saudi Arabia. Experienced in market and competitor research, positioning and messaging inputs, audience segmentation, and launch planning, with exposure to paid search, search engine optimisation, and email outreach workflows. Brings structured thinking, strong written communication, and the ability to translate research into clear, decision-ready outputs.

EXPERIENCE

Go-to-Market & Digital Marketing Intern Jan 2026 - present
Law firm | England (remote)

- Lead and contribute to go-to-market strategy development for a digital product launch, focusing on positioning, audience definition, channel strategy, and launch readiness
- Conduct market and audience research to inform launch targeting and channel focus (UK-first)
- Develop user avatars and segmentation; identify channel-reach limitations for a key audience and recommend a video-first distribution approach across wider networks, including TikTok
- Support high-level pricing and positioning analysis, producing structured recommendations to inform launch decisions
- Provide input to improve website clarity, accessibility, and user journey, liaising with the website team
- Explore early-stage secondary business-to-business opportunities at a high level (use cases, buyer groups, routes to market)
- Support post-launch planning, helping define measurable goals and contributing to a Google Analytics 4 dashboard for early uptake, engagement, and conversion tracking

Research & Strategy Intern Jan 2026 - present
Office of the Chief Revenue Officer | Riyadh (remote)

- Support a senior revenue leader with market and competitor research, insight synthesis, and executive-facing written outputs
- Conduct structured research and analyse competitive positioning and market signals
- Translate findings into concise briefings to support leadership thinking and communication
- Operate in an advisory capacity, contributing analytical inputs only, with all commercial execution and decision-making owned by leadership

HASSAN RAHAL

EXPERIENCE

Marketing & Campaign Coordinator

April 2023 - May 2023

Multica Media | Lebanon

- Co-founded and operated early-stage test creative agency delivering pilot marketing campaigns for retail and hospitality clients
- Led client conversations and pitches, translating business needs into campaign briefs
- Coordinated photographers, models, and creative contributors to deliver campaign assets
- Supported campaign planning and delivery across physical and digital channels

SELECTED MARKETING & GO-TO-MARKET PROJECTS

Senior Marketing Strategy Project

Sept 2025 - Nov 2025

Sabr Industrial | LAU Byblos

- Built a structured go-to-market strategy from market discovery through launch readiness
- Covered segmentation, positioning, channel strategy, and success metrics

Vertically Integrated Project (Legal-Tech Startup)

Jan 2025 - Dec 2025

LawMate | LAU Byblos

- Conducted problem discovery and user research to validate market demand
- Defined target segments, value proposition, and early positioning
- Supported go-to-market assumptions, feature prioritisation, and launch logic

Marketing Campaign Project

Sept 2025 - Nov 2025

LAU Centennial Campaign | LAU Byblos

- Developed a multi-channel campaign to increase programme visibility
- Created campaign assets including logos, video concepts, imagery, and outdoor advertising
- Conducted stakeholder interviews to refine messaging and positioning

EDUCATION

Bachelor Degree in Business Marketing

Sept 2023 - Dec 2025

Lebanese American University (LAU)

Studied core marketing and business disciplines including market research, consumer behaviour, segmentation and positioning, pricing strategy, and integrated marketing communications. Developed analytical and practical skills through applied projects covering go-to-market strategy, campaign planning, digital marketing fundamentals, and data-informed decision-making.