

SARAH HANNA

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Professional Summary

Strategic Social Media Leader with 5+ years building multi-channel programs for agencies, NGOs, startups, and global brands across the US and GCC. Translates business objectives into audience-first strategies and owns end-to-end execution across content, community, analytics, and crisis response. Led teams of 7 and managed 13+ accounts, delivering consistent performance gains including 35%+ engagement growth. Expertise in localization, cross-cultural storytelling, luxury brand standards, and data-driven experimentation.

Employment History

Digital Project Manager (Part-Time), Tadbeer NGO, Lebanon

Apr 2023 — Present

- Lead integrated digital and on-ground campaign planning, aligning the NGO's online presence with program objectives and community initiatives.
- Define content pillars and activation calendars to support events, awareness campaigns, and community participation.
- Coordinate internal teams and external partners to ensure consistent storytelling across digital platforms and offline activities.
- Standardize brand voice and visuals across campaigns, introducing clear briefs, approval processes, and execution workflows.

Social Media Lead, Digital Revamp, United States (Remote)

Oct 2025 — Feb 2026

- Led a team of 7 in building social media strategies and content calendars, driving 35%+ engagement growth and consistent follower increase.
- Supervised paid media planning, ensuring alignment with campaign objectives, audience targeting, and content strategy.
- Worked closely with clients to translate business goals into clear social strategies that supported retention and revenue growth.
- Managed social media crises with fast, strategic responses to protect brand reputation and audience trust.
- Led cross-department collaboration to improve workflow efficiency, alignment, and execution quality.

Social Media Executive, Digital Revamp, United States (Remote)

Sept 2023 — Sept 2025

- Conducted content and market research to support ideation, campaign planning, and platform-specific execution for B2B clients, including SHRM.
- Participated in content ideation and optimization using social listening and performance insights, contributing to 20-30% engagement gains.
- Supported SEO keyword optimization across social and website content to improve visibility and discoverability.
- Assisted with newsletter and email marketing execution, contributing to audience engagement and retention.
- Monitored platform updates and emerging trends, testing relevant formats and features across client accounts.

Marketing Coordinator, Digital Revamp, United States (Remote)

Jan 2023 — Aug 2023

- Coordinated content scheduling and publishing across client accounts, ensuring consistency and timely delivery.
- Supported community engagement by monitoring comments and messages, helping strengthen audience connection and responsiveness.
- Assisted in tracking competitor activity and industry trends to support content planning and benchmarking.
- Prepared monthly, quarterly, and annual reports and summaries to support internal alignment and client communication.

Community Manager, Digitect, Saudi Arabia (Remote)

Jul 2021 — Mar 2023

- Managed daily content posting and scheduling across platforms for Bentley and Bugatti, ensuring consistent and timely execution.
- Maintained luxury brand tone and standards while handling audience engagement, comments, and direct messages.
- Coordinated with internal agency teams and client stakeholders to align daily digital execution with approved campaigns and visual identity.

Education

Lebanese International University, Lebanon

Master of Business Administration (MBA), Oct 2019 — Aug 2022

Lebanese International University, Lebanon

Bachelor of Business Administration in Marketing, Oct 2016 — Aug 2019

Licenses & Certifications

Digital Marketing Training Program, Amideast

Mar 2023

From Likes to Leads: Interact with Customers Online, Coursera

Jan 2023

Attract and Engage Customers with Digital Marketing, Coursera

Dec 2022

Foundations of Digital Marketing & E-commerce, Coursera

Nov 2022

The Fundamentals of Digital Marketing, Coursera

Nov 2019

Platforms & Tools

Hootsuite
Semrush
Google Analytics
Mailchimp

Sprout
Hubspot
Manychat

Meta Business Suite
Canva
Envato

Attention to Detail
Adaptability
Time Management

Technical Proficiencies

Areas of Expertise: Paid Social Media, Community Management & Engagement, Social Media Analytics & Reporting, Content Planning & Editorial Calendars, Social Media Strategy & Execution, CRM & Marketing Automation
Tools: SEMrush, Hootsuite, HubSpot, Canva, Google Analytics, Envato, Sprout, Manychat, Mailchimp, Meta Business Suite, Nano Banana
Soft Skills: Adaptability, Time Management, Attention to Detail, Active Listening, Cross-Functional Collaboration

Volunteering

Board Member, Andaket Athletic Club, Lebanon

Dec 2024 — Present

Support strategic decisions, community engagement, and event planning for a regional athletic organization.

District Commissioner, Lebanese Scouts, Lebanon

Jan 2023 — Mar 2025

District Commissioner (4 groups), overseeing planning, execution, and value-based programs.

Languages

English (Highly Proficient), French (Very Good Command), Arabic (Native)