



HALA HAMMOUD

MARKETER

Personal Information

Mobile

76972861

Nationality

Lebanese

Email:

halahammoud@hotmail.com

Date of Birth

Feb 14,1999

LinkedIn Profile

[https://www.linkedin.com/in/hala-hammoud-5aaa191aa?
utm_source=share&utm_campaign=share_via&
utm_content=profile&utm_medium=ios_app](https://www.linkedin.com/in/hala-hammoud-5aaa191aa?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app)

Profile

Strategic and creative Senior Marketing Specialist with strong experience in integrated campaigns, brand development, content strategy, and performance marketing. Skilled at turning insights into results, leading projects, and driving engagement across digital and traditional platforms.

Experience

Senior Marketing Specialist/ Content Creator

360 Advertising Agency, Sidon | 10/2023 - Present

- Developed and executed strategic marketing plans across F&B, NGOs, entertainment centers, and beyond, including campaign goals, mood boards, and video content guides.
- Conducted market research to evaluate client presence and align strategies with brand objectives and target audiences.
- Led branding initiatives, covering naming, tagline creation, and visual identity for print and digital media.
- Collaborated with creative teams and graphic designers to produce final content grids, while overseeing photo and video shoots with production teams.
- Managed accounts by handling content posting, designing marketing materials using Canva and other tools, and shooting on-ground coverage for daily interactive content.
- Planned and executed paid advertising campaigns on TikTok, Meta Ads Manager, and Instagram, optimizing reach and engagement.
- Wrote and edited compelling, on-brand copy for websites, social media, email, and print campaigns, including copyrighting responsibilities.
- Trained and mentored interns, enhancing their skills in content creation and marketing tools

Freelance Marketing Specialist

| 2023 - Present

- Provided comprehensive marketing services, including marketing plan development, content creation, account management, paid ads execution, and report generation.

Portfolio available upon request.

Regional Marketing and Communications Intern

Unigaz Group, Beirut | 06/2023 - 09/2023

- Contributed to strategizing and executing marketing campaigns across digital and offline channels.

- Managed multiple social media accounts, including content creation and ad optimization.

- Assisted in enhancing the e-store to improve user experience and sales performance.

- Wrote press articles to support brand visibility and public relations efforts.

- Delivered internal communications to ensure effective information flow within the organization.

Instructor

Lebanese American University, Beirut | 09/2021 - 05/2023

- Assisted two doctors with various tasks including research, overleaf document preparation, proofreading, PowerPoint editing, exam proctoring, and grading.

Marketing Assistant Internship

Jubaili Bros | 1 month Summer 2020

- Assisted in the preparation of marketing campaigns to support promotional efforts.

- Contributed to various tasks across five departments, gaining cross-functional experience to enhance idea pitching.

Education

● 2021 - 2023

Lebanese American University (LAU)

Master's in Business Administration - with an emphasis in Marketing

- Cumulative GPA of 3.97/4

- Crucial courses completed include Strategic Marketing, Digital Marketing, Marketing Innovation, Sales Management, and Advanced Organizational Behavior

- Obtained the Social and Behavioral Responsible Conduct of Research CITI Certification

● 2017 - 2021

Beirut Arab University (BAU)

Bachelors in Business Administration – Marketing

- Cumulative GPA of 3.99/4

- Crucial courses completed include Brand Management, Advertising & Marketing Communications, International Marketing, Services Marketing, and Consumer Behavior

Certifications

- 2023** CITI RCR Certificate – LAU, Beirut, Lebanon
- 2019** IC3 Digital Literacy certification – CERTIPORT, Beirut, Lebanon

Professional Skills

Professional Skills

- Strategic marketing planning and content creation
- Proficiency in digital marketing across various platforms
- Strong copywriting and basic editing skills
- - Data analysis and market research
- Account management
- Branding and visual identity development
- Advertising platform expertise (e.g., Meta Ads Manager, Instagram Ads, TikTok Ads)
- Proficiency with marketing tools, including Canva and the integration of AI-powered tools

Personal Skills

- Creativity and innovation
- Strong communication and interpersonal skills
- Attention to detail
- - Problem-solving and adaptability
- Time management and multitasking
- Team collaboration and leadership
- Analytical thinking
- Self-motivation and proactiveness

Computer Skills

- Microsoft Office Proficiency (Word, Excel, Power Point), Overleaf, and Megastat

Extra-Curricular Activities

- 2023** L'Oréal BRANDSTORM National Finalist
- 2016** Participated in organizing school network's Arabic debate competition
- 2013 - 2016** Model United Nations Candidate, including two times as representative chair

Interests

Food Blogger – Foodanisaa

I created my own public food blogging Instagram account with its content revolving around

- discovering and introducing large and small food businesses in Lebanon and Saudi Arabia, sharing pictures, reels, and stories. Hence, we collaborated to promote their products. I accumulated a total of 5,000+ followers.

Languages

- **Arabic (Native)**
- **English (Fluent)**

References

All Documents and supporting details will be available upon request