

Israa Hammoud

Marketing Coordinator

Lebanon
Batroun

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Skills

Social Media Strategy - Content Marketing - Copywriting - Campaign Planning - Meta Business Suit - KPI Tracking - Content Calendar - Canva - Video Editing

Experience

Freelance-Self Employed / Social Media Specialist

2024 - 2025

Managed accounts for 4 brands while maintaining consistent posting. Grew client engagement rate by 40% through structured content and interactive storytelling. Also designed visual grids that increased follower retention.

Wrote copies for websites that improved brand positioning for International audience. Implemented engagement strategies resulting in measurable reach growth across client accounts.

GrowSmart Agency / Digital Marketing Specialist

DEC 2023 - JUN 2024

Handled strategies for 3+ client accounts aligned with brand positioning and target audience personas. Developed monthly content calendars, ensuring 100% on time delivery across all platforms.

Created posts and captions that increased engagement rate by 30%. Analysed performance metrics and conducted competitor research to surface positioning gaps and content opportunities for clients.

Education

LIU

Business Marketing Bachelor's Degree
2021-2026

Certifications

Digital Marketing Course - SimpleLearn
Digital Marketing - Coursera