

Mohamad Hallak

// Project Management + Communication Strategy

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Education

// M.B.A. in Management (2020) | *With Distinction*

• Catholic University of Murcia (UCAM) | *Murcia, Spain*

// B.A. in Advertising & Communication (2014)

• Haigazian University | *Beirut, Lebanon*

Skills

// Sports + Health

- Lifestyle Coaching
- Fitness & Personal Training
- Sports Coordination & Management

// Communications + Project Management

- Social Media Strategy
- Brand Development & Content Creation
- Workflow Optimization
- Resource Handling and Management

// Interpersonal + Organizational

- User & Information Research
- Cross-Functional Collaboration
- Public Speaking
- Effective Time-Management
- Strong Team Player

Languages

// Arabic | *Native*

// English | *Fluent*

// Spanish | *Intermediate*

Experience

// ThreeSixty Mena | *Beirut*

Account Manager (08.2025 - Present)

Client Relationship Management:

- Serve as primary client contact, managing expectations, building long-term relationships, and identifying growth opportunities.
- Represent the agency in client meetings, pitches, and presentations, ensuring client satisfaction and retention.

Strategy & Campaign Development:

- Develop clear, actionable briefs aligned with client objectives, market insights, and industry best practices.
- Collaborate with the Art Director to design effective campaign strategies and optimize performance.

Execution & Delivery Oversight:

- Review and approved content calendars, strategies, and creative outputs prior to client submission.
- Supervise a team of 4–6 Content Creators (managing ~15–20 accounts) while ensuring adherence to timelines, creative standards, and client requirements.
- Oversee campaign execution, ensuring timely delivery, high-quality standards, and smooth collaboration with production teams.
- Monitor daily workflows across multiple accounts to maintain deadlines and performance standards.

// SVP | *Portugal*

Project & Communication Coordinator (11.2023 - 04.2025)

Client Relations:

- Acted as the primary representative of SVP, engaging with clients both online and in-person.
- Identified client needs and expectations to ensure tailored solutions.
- Managed client concerns, providing timely resolutions and maintaining satisfaction.
- Maintained continuous follow-ups during and after project completion to ensure successful implementation.

Project Coordination & Internal Operations:

- Assigned and coordinated tasks across teams to ensure smooth project execution.
- Verified issue resolutions before reporting back to clients.
- Streamlined workflows between internal teams to enhance communication and project efficiency.
- Developed and maintained project timesheets to track progress and deadlines.
- Organized and facilitated meetings to address internal and external challenges.

// Raseef22 | *Salamanca, Spain*

Communication Manager (06.2022 - 01.2023)

- Drafted and prepared the company's 2022 Annual Report; covering social media, insights, campaigns, & portfolio update.
- Handled internal and external comms between R22 and partners, developers, donors and collaborators.
- Managed workflow between coms, graphics, and editorial team.
- Set up timesheets to keep track of weekly progress and deadlines.
- Collaborated on and oversaw R22's 10th Anniversary online campaign, and the initiation of the NasRaseef membership program and the Zawareeb R22 newsletter.

Website Project Management:

- Launched R22's first membership program through overseeing UI/UX design, prototyping, user journey maps, and the development of automated sign-up emails.
- Supported R22 website's content and layout designs with developers and digital agencies.
- Website content proofreading and editing.
- Website testing and maintenance reporting to developers.
- Website support on new features and improvements for a better user experience.
- Membership support service.

// HelloTree Digital | *Beirut, Lebanon*

Content Creator (2017-2019)

- Held post-briefing meetings with the strategy team in order to effectively plan future goals and timelines in order to submit deliverables on time.
- Contributed to the creation of weekly and monthly content (social media posts) tailored to each brand's specific requirements.
- Kept track of content and communication across social media channels to keep pages up-to-date.
- Prepared online communication templates and promoted advertising campaigns to boost social media interaction.
- Responsible for coordinating internal communications with the team and preparing material for digital publishing.
- Advised the senior executive manager on the development and design of story-telling campaigns and communications for boosting engagement.