

HANA YOUNIS

Digital Marketing Specialist | Branding & Social Media

CONTACT

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- Beirut , Lebanon

TECHNICAL SKILLS

- Instagram Ads & Meta Business Suite
- Canva & Adobe Design Tools
- Google Analytics
- Social Media Management
- Content Creation
- Google Forms & Microsoft Office
- Marketing Campaign Planning

SOFT SKILLS

- Creative Thinking
- Time Management
- Problem Solving
- Communication
- Skills Leadership

LANGUAGES

- English (Fluent)
- Arabic (Native)

CERTIFICATES

- Certificate of Participation - FINFIT Innovation Camp
- Certificate of Participation - INJAZ AL-ARAB PMI PMIEF
- Certificate of Participation- PATH Network



PROFILE

Motivated Business Marketing student with hands-on experience in digital marketing, social media management, branding, and content creation. Skilled in creating engaging campaigns, managing Instagram pages, designing brand identities, and supporting business growth through creative and strategic marketing solutions.



WORK EXPERIENCE

Freelance Digital Marketing & Social Media Management

- Managed Instagram pages, created content, and scheduled posts.
- Created and boosted ad campaigns to increase reach, engagement, and followers.
- Designed visuals, logos, brand images, and marketing materials using Canva and Adobe tools.
- Communicated with page owners and clients to plan promotions and improve page performance.
- Supported sales through customer interaction, product promotion, and online engagement.

Branding and Visual Identity Design

- Designed branding for mobile apps including Zoor AI.
- Created visual identities, logos, and brand guidelines.
- Designed business cards and marketing materials.

EDUCATION



Bachelor of Business Administration in Business Marketing Lebanese International University of Beirut

- Beirut, Lebanon
- Expected Graduation: January 2027
- GPA :3.75/4.0
- Important courses related to my filed :
 - Introduction to Marketing
 - Digital Marketing
 - Integrated Digital Marketing
 - Consumer Behavior