

Makram Hatoum

Aley, Lebanon

Email: makrammhatoum@gmail.com | Mobile: +961 78823503

LinkedIn <https://shorturl.at/FgYZc>

EDUCATION

Notre Dame University – Louaize (NDU)

Bachelor of Business Administration in Marketing

Zouk Mosbeh

Sept 2021- Dec 2025

PROFESSIONAL EXPERIENCE

Sidepicks (Startup)

Founder

Zouk Mosbeh

2023-2025

- Overseeing end-to-end operations, including branding, marketing, and business development
- Built and executed growth strategies, establishing partnerships that expand market reach

I Feel You

Social Media Manager

Remote

2022-2023

- Managed and scaled multiple social media accounts across key platforms, improving brand presence
- Designed and optimized paid advertising campaigns, enhancing reach and conversion performance

Universal paints –

Marketing Associate

Aley

2020-2022

- Helped develop and execute marketing strategies to boost brand visibility and engagement
- Conducted market and competitor research to identify growth opportunities

COMMUNITY ENGAGEMENT & VOLUNTEERING

Loyac Ngo

Volunteering

Beirut, Lebanon

May 2022 - March 2024

- Supported the design and delivery of youth-focused initiatives and workshops
- Engaged with youth, creating a supportive and inclusive environment

LEADERSHIP EXPERIENCE

Italy, Ponte a Moriano WSYE LEADERSHIP PROGRAM:

Representative of Loyac Ngo

July 23- August 3, 2023

- Selected to represent the organization in an international leadership program focused on youth empowerment
- Collaborated with multicultural teams to design community-driven solutions addressing global social challenges

Lebanese American University (LAU) Summer Camp

Volunteer Facilitator

Beirut, Lebanon

June 2018 - August 2018

- Supervised and facilitated educational and recreational activities for children
- Maintained safe, engaging, and well-managed environment in fast-paced and high-energy context

SKILLS AND COMPETENCIES

Hard Skills

- Excel, Powerpoint, Word, Canva, Zoom
- paid social, Google Ads, Email marketing
- Google Analytics, KPI monitoring

Soft Skills

- Creativity
- Teamwork
- Adaptability

Certifications and Training

- Google Digital Marketing & E-commerce Certificate – January 2025
- WSYE Leadership Program (Italy) – August 2023
- Himaya Child Abuse Detection and Prevention Training – April 2023

Languages

- Arabic: Native
- German: B1
- English: Proficient