

HASAN LAHAM

Creative Writer • Theatre Director • Musician • Multimedia Artist
Aramoun, Lebanon
hasanlaham2323@gmail.com | 81620 711
hasanellaham.my.canva.site



PROFESSIONAL PROFILE

Multidisciplinary artist, theatre director, published author, musician, and digital creative with extensive experience in storytelling across literature, theatre, music, and visual media. Possessing a strong background in performance arts, creative direction, social media strategy, and multimedia communication, I specialize in transforming abstract concepts and emotional experiences into impactful artistic and commercial narratives. Over the years, I have cultivated a professional identity rooted in cinematic storytelling, theatrical composition, and emotionally driven content creation. My work combines artistic sensitivity with strategic communication, allowing me to operate effectively in both creative and professional environments. Whether directing live performances, writing fiction, producing digital campaigns, teaching music, or conceptualizing visual experiences, I approach every project with a focus on atmosphere, authenticity, and emotional resonance. As a theatre practitioner and novelist, I am deeply interested in character psychology, visual symbolism, existential themes, and immersive narrative structures. My artistic practice extends beyond a single discipline, allowing me to merge writing, directing, music, and visual storytelling into cohesive creative experiences.

PUBLISHED WORKS

- Aliens in a Bed (Play Script, 2022)
- The Cubicle at the End of the Hallway (Novella, 2023)
- A Second Sun (Novel, 2024)

PROFESSIONAL EXPERIENCE

NUMBASE — SENIOR CONTENT WRITER & DIGITAL MEDIA CREATOR | 2018–2024

- Led the conceptual development and execution of digital storytelling campaigns designed to increase audience engagement, strengthen brand identity, and improve online visibility.
- Produced long-form articles, scripts, social media campaigns, visual concepts, branded narratives, and multimedia content tailored for diverse audiences and platforms.
- Developed emotionally driven and cinematic styles of communication that helped brands establish stronger audience connection and retention.

- Collaborated closely with marketing strategists, designers, editors, and management teams to ensure consistency in creative direction and messaging.
- Managed content calendars, campaign structures, publishing schedules, and multi-platform communication strategies across websites and social media.
- Researched audience behavior, cultural trends, and competitor activity in order to develop relevant, timely, and engaging content.
- Combined creative writing techniques with marketing insight to produce content that balanced artistic value with commercial objectives.
- Contributed to visual identity development by assisting in campaign aesthetics, conceptual branding, and tone-of-voice direction.

CLICKSWORKS OFFICES — SOCIAL MEDIA SPECIALIST | 2015–2016

- Managed and supervised social media communication strategies for businesses and commercial clients across multiple digital platforms.
- Created promotional campaigns, posting schedules, audience engagement strategies, and creative online content focused on brand growth.
- Maintained direct interaction with online communities by monitoring comments, trends, audience feedback, and platform analytics.
- Participated in the conceptualization of digital advertising campaigns and visual communication strategies.
- Worked alongside creative teams to align marketing objectives with engaging storytelling and audience-centered content.

FREELANCE GUITAR & MUSIC INSTRUCTOR

- Provided professional guitar and music lessons for students of different age groups and artistic backgrounds through personalized training programs.
- Developed structured lesson plans focusing on technical development, improvisation, music theory, rhythm, composition, and live performance preparation.
- Encouraged students to cultivate their own artistic identity and musical voice while improving discipline, creativity, and stage confidence.
- Introduced students to broader artistic concepts related to emotional performance, atmosphere, and musical storytelling.
- Combined formal musical education with practical performance experience to create immersive and engaging learning environments.

THEATRE DIRECTOR & ARTISTIC PROJECT LEAD

- Directed three theatrical productions from conceptual development and script interpretation to final live performance.

- Oversaw rehearsals, actor coaching, scene construction, pacing, emotional rhythm, and visual composition throughout production processes.
- Worked collaboratively with performers, lighting designers, stage crews, costume departments, and visual artists to create cohesive stage experiences.
- Applied strong understanding of dramatic structure, symbolism, character psychology, and spatial storytelling to theatrical direction.
- Developed immersive atmospheres and emotionally driven performances focused on existential themes, psychological tension, and visual symbolism.
- Managed production logistics, artistic coordination, rehearsal scheduling, and creative communication within collaborative environments.

EDUCATION

Master's Degree in Theatre Directing — Lebanese University (2021)

Advanced academic and practical studies in theatre directing, performance theory, dramatic composition, stage production, visual storytelling, and artistic research.

Certificate in Music — National Higher Conservatory of Music in Lebanon (2013)

Formal training in music theory, performance, discipline, and artistic development.

Graphic Design Studies — Lebanese International University

Two years of study focused on visual communication, design principles, composition, and creative software applications.

CORE SKILLS

- Creative Writing & Literary Storytelling
- Theatre Direction & Performance Composition
- Music Performance & Guitar Instruction
- Social Media Strategy & Digital Branding
- Content Writing & Narrative Marketing
- Visual Storytelling & Creative Direction
- Scriptwriting & Character Development
- Artistic Leadership & Team Collaboration
- Research, Translation & Communication
- Multimedia Concept Development

ARTISTIC CAPABILITIES

- Advanced narrative storytelling abilities across literature, theatre, music, and visual media.
- Strong cinematic and theatrical understanding of atmosphere, pacing, symbolism, and emotional rhythm.
- Experienced in conceptualizing and directing multidisciplinary artistic projects with cohesive creative identities.
- Skilled in character development, scriptwriting, dramatic structure, and psychologically driven storytelling.
- Ability to merge literary, theatrical, and musical influences into unified artistic experiences.
- Strong visual imagination with a focus on emotional depth, surreal imagery, and immersive storytelling.
- Capable of balancing artistic experimentation with audience accessibility and professional communication.
- Experienced in both independent creative work and collaborative artistic environments.