

Hoda Sinno

Social Media Account Manager

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Summary

Results-driven Marketing and Communications Specialist with a Bachelor's degree in Marketing and Advertising and hands-on experience across diverse sectors including logistics, real estate, fitness, and HR tech. Proven ability to develop and execute social media strategies, generate leads, create compelling content, and manage client relationships with measurable impact. Skilled in cross-functional collaboration, campaign analysis, and customer engagement, with a strong foundation in both digital and traditional marketing practices. Adept at using tools like CRM systems, social media analytics, and content management platforms to drive brand visibility and customer growth. Known for a proactive mindset, attention to detail, and the ability to thrive in fast-paced, multicultural environments. Eager to join a forward-thinking marketing team where creativity, strategy, and execution align to deliver high-impact results.

Experience

Social Media Account Manager - August 2025 – Present

Neon Consultancy, Beirut, Lebanon

- Managing and optimizing social media accounts for Saudi Arabian hospitality and hotel brands across Instagram, TikTok, Facebook, and LinkedIn, including [@stregisriyadh](#), [@hiltoriyadh](#), [@jwmariottriydh](#), [@corelife](#), [@assilahotel](#) and other accounts.
- Leading the end-to-end management of 2–3 client accounts, including content planning, publishing, community management, and performance reporting.
- Overseeing daily account operations, ensuring timely execution of campaigns, deliverables, and ongoing content requirements.
- Planning and executing monthly content calendars aligned with brand strategy, campaign objectives, and key hospitality seasons.
- Developing creative concepts, campaign ideas, and monthly activation plans tailored to the Saudi hospitality market.
- Writing and editing social media copy, ensuring consistency with brand tone of voice and platform best practices.
- Managing content scheduling and publishing, ensuring correct formatting and optimization across platforms.
- Collaborating cross-functionally with design, content, and community teams to deliver cohesive and on-brand social media output.
- Leading community management for assigned accounts, responding to comments, DMs, and mentions while maintaining brand reputation.
- Monitoring audience engagement and escalating sensitive or high-priority issues to senior stakeholders when required.
- Analyzing social media performance, tracking KPIs including engagement rate, reach, impressions, and follower growth.
- Producing monthly performance reports and delivered actionable insights to support content and strategy optimization.
- Conducting competitor and market analysis within the hospitality sector to identify trends, benchmarks, and opportunities.
- Staying informed on platform updates, emerging trends, and social media tools to continuously enhance performance and efficiency.

Operations & Communications Specialist – August 2023 – August 2025

CMA CGM, Beirut, Lebanon

- Supervised and trained 10+ new team members monthly, ensuring full compliance with company documentation standards and operational procedures.
- Chosen as “Key People” representative to support 50 team members, addressed issues, and facilitated resolution of operational and communication challenges.
- Prepared and reviewed all import-related documentation, including 1000 – 1200 bills of lading weekly, shipping schedules, and cargo manifests, with a focus on accuracy and regulatory compliance.
- Served as the primary liaison between internal teams, shipping carriers, and customs authorities to facilitate seamless import processes.
- Identified, investigated and resolved documentation discrepancies to prevent shipment delays and ensure supply chain continuity.
- Utilized freight management systems to track shipments, update records, and manage documentation workflows.

Sales & Marketing Specialist – May 2022 – August 2023

FIT SAL, Beirut, Lebanon (Remote)

- Conducted lead generation through social media platforms (Instagram, LinkedIn, Facebook), identifying and qualifying potential members, contributing to a 70% increase in monthly outreach.
- Initiated and managed client communications, scheduling meetings and presenting service offerings, resulting in an 85% conversion rate from lead to member.
- Negotiated membership deals and closed sales contracts, consistently meeting and exceeding monthly sales quotas.
- Developed and implemented weekly sales plans and prepared detailed sales reports for management review.
- Contributed to market analysis and competitor benchmarking to refine sales strategies and enhance customer acquisition.

Marketing Specialist - April 2021 – April 2022

Mery, Beirut, Lebanon (Remote)

- Managed the full sales cycle—from prospecting to closing—with over 15 successful contracts signed, including follow-up and after-sales service to ensure client satisfaction and retention.
- Conducted end-to-end talent acquisition processes, including sourcing, screening, and interviewing candidates for multiple job roles.
- Evaluated employee performance and facilitated ongoing training initiatives in coordination with Learning & Development strategies.
- Created, edited, and managed compelling content for social media platforms (Facebook, Instagram, LinkedIn) and company websites to drive engagement and brand awareness.
- Conducted lead generation and client outreach using LinkedIn and other professional networks to identify business opportunities.
- Scheduled and led client meetings to align hiring needs with candidate pipelines, acting as a liaison between employers and potential hires.
- Oversaw and managed all company social media accounts, ensuring consistent branding and timely content updates.

Education

Bachelor’s in Marketing & Advertising – July 2023

Université Saint-Joseph de Beyrouth (USJ), Lebanon

Skills & Expertise

• Social Media Marketing & Management • Content Creation & Copywriting • Email Marketing (Mailchimp, HubSpot) • Search Engine Optimization (SEO) • Google Analytics & Social Media Insights • Meta Ads Manager (Facebook, Instagram Ads) • Lead Generation & CRM tools (SalesForce, Zoho) • Canva & Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Marketing Campaign Planning & Execution	• Marketing Research & Competitor Analysis • Customer Acquisition & Retention Strategies • B2B & B2C Marketing • KPI Tracking & Reporting • Cross-Functional Team Collaboration • Verbal & Written Communication • Storytelling & Visual Communication • Event Planning & Communications • Brand Strategy & Positioning
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Languages

Arabic: Native | **English:** Fluent | **French:** Fluent