



HAZEM MINKARA

Marketing and
Advertising Specialist

Contact

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Address

Sid El Baouchrieyh, Al Metn

Education

Bachelor of Marketing & Advertising

Notre-Dame University of Louaize (Graduated in fall of 2025)

Skills

- Digital Marketing and Social Media Strategy
- Content Creation & Visual storytelling
- Video Production and Editing (Premiere Pro)
- Brand Building and Positioning
- Creative Problem Solving
- Customer Engagement & Communication
- Technical Skills : Adobe Premiere Pro, Google Workspace & Microsoft Office

Language

- English
- Arabic

Professional Experience

Marketing Specialist

2025

Minkara for Interior Renovation and Trading

- Built and managed the company's brand identity, from logo to digital presence.
- Created engaging content including videos, social media posts, and ad creatives using Canva, Photoshop, and Premiere Pro.
- Developed and executed social media strategies that increased followers, engagement, and leads by over 60%.

Marketing Assistant (Freelance Projects)

Jan
2023
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2025 – Present

- Created social media content and promotional materials for small businesses and personal projects.
- Assisted with branding and marketing strategy development.
- Conducted competitor analysis and market research.
- Designed presentations and marketing materials using Canva and Microsoft Office.

Digital Marketing Intern Choueiri Group – Beirut Office – Internship

2021

- Monitored ad performance on Meta Ads Manager and compiled weekly reports.
- Assisted in optimizing digital campaigns for better reach and engagement.
- Created visual mockups for sponsored posts using Canva and Photoshop.
- Contributed to influencer selection and briefing process for campaigns in Lebanon.