

Insaf Hadka

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SUMMARY

Marketing specialist with experience in social media management, content creation, and brand growth. Founder of a self-care brand, managing marketing, customer experience, and digital campaigns across multiple platforms.

PROFESSIONAL EXPERIENCE

Drops of Heaven

Dec 2023 – Present

Founder & Owner

Lebanon

- Founded an independent self-care brand specializing in body care products
- Created social media content (reels, visuals, posts, captions)
- Managed all marketing activities, including ads, promotions and campaigns
- Handled customer service, order management and client satisfaction
- Monitored performance and engagement across platforms

Reel AI

Jul 2023 – Oct 2023

Onboarding Advisor & Content Creator

Remote

- Managed HubSpot CRM and email operations, including campaign execution and email template customization
- Maintained website content by updating blogs, media, and page information
- Designed social media content using Canva and scheduled posts across platforms
- Onboarded creators through email outreach and virtual meetings

Cedars Software Solutions

Jan 2023 – Jul 2023

Social Media Specialist & Content Creator

Nabatieh, Lebanon

- Managed content for the company's social media channels
- Acquired proficiency in Canva to create content effectively
- Prepared pitch decks and PowerPoints for multiple events
- Updated website content and design using WordPress

REA Trading Company LTD

Jun 2022 – Oct 2022

Freelancer

Remote

- Responded to management-related inquiries for NGO projects
- Developed business plans for the projects
- Prepared marketing analyses and pitch presentations for each
- Designed professional PowerPoint presentations

Makhzoumi Foundation

Jun 2021 – Aug 2021

Administrative Intern

Beirut, Lebanon

- Coordinated with multiple branch heads and staff members
- Followed up with the Foundation's instructors
- Prepared monthly operational reports
- Created course syllabi for the training classes offered

EDUCATION

Phoenicia University - PU

Feb 2019 – Feb 2022

Bachelor of Business Administration

Sarafand, Lebanon

Key Courses: Marketing Communications and Advertising, Public Relations, Digital and Social Media, Entrepreneurship, Strategic & Supply Chain Management, Organizational Behavior and Management, and Leadership.

GPA: 3.64/4.00

CERTIFICATIONS & TRAINING

Content Marketing

HubSpot Academy

Nov 2023

Google Ads for Beginners

Coursera

Oct 2023

EXTRACURRICULAR ACTIVITIES

Peer Support Program - PU

Mentor

Mar 2021 – May 2021

Sarafand, Lebanon

- Assisted in improving students' English-speaking skills
- Trained them for PowerPoint presentations
- Developed their oral presentation competencies

SKILLS

Languages: Arabic (Native), English (Fluent)

Marketing & Content: Social Media Strategy, Content Planning, Canva, Digital Marketing, Email Marketing, CRM

Tools: Microsoft Word, PowerPoint, Excel

Professional Skills: Communication, Time Management, Leadership, Teamwork, Customer Service