

Mohammad Hamade

📍 Beirut, Lebanon | 📞 +961 71 789 268 | ✉️ mohammad.hamade196@gmail.com

Professional Summary

Marketing Specialist and Creative Strategist with a foundation in sales and web development. Currently at The Adverse (2022-Present), managing digital strategies and content creation for multi-sector clients, including medical, wellness, and real estate brands. Combines storytelling, business insight, and technical literacy to build brands that grow organically and communicate authentically.

Technical & Creative Tools

Meta Business Suite • WordPress • Shopify • Elementor

Core Skills

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| • Digital Marketing Strategy & Brand Development | • Campaign Planning & Organic Growth | • Meta Business Suite, Excel, Notion, Trello |
| • Social Media Management & Content Creation | • Client Communication & Account Management | • SEO Basics & Analytics |
| • Copywriting, Scriptwriting & Caption Optimization | • WordPress / Shopify / Elementor | |

Professional Experience

The Adverse - Marketing Specialist - Beirut, Lebanon | Remote | 2023 – Present

- Developed full marketing strategies and monthly content calendars for multiple clients .
- Written scripts and captions for short-form and long-form videos on Instagram, TikTok, and YouTube.
- Lead creative planning and brand tone systems for doctors, clinics, and lifestyle brands Collaboratewith designers and video editors to deliver high-quality campaigns.

Freelance - Social Media & Digital Consultant - Remote | 2022 - Present

- Planned and launched brand pages from scratch for doctors, clinics, and service businesses.
- Created engaging visual content, video scripts, and ad-ready carousels.
- Built WordPress and Shopify websites for small businesses.
- Managed client communication and performance reporting.

Kyveli - Back-End Development Intern (Laravel) - Beirut, Lebanon | 2022 – 2023

- Contributed to Laravel-based projects focused on APIs and database logic.
- Collaborated with developers on backend architecture and deployment.

Nettalk S.A.L - Senior Account Manager (Sales) - Tyre, Lebanon | 2021 – 2022

- Handled partnerships with international telecom compan es.
- Negotiated contracts and maintained long-term business relationships.

Wii Telecom - Senior Account Manager (Sales) - Beirut, Lebanon | 2019 – 2021

- Handled partnerships with international telecom companies.
- Negotiated contracts and maintained long-term business relationships.

Education	Certifications	Languages
• Bachelor's degree in International Business Management (2015–2019) Lebanese International University	• Online Courses (Udemy, 2020-2024) • Social Media Marketing Strategies • WordPress Website Creation & Management • Laravel & NodeJS (Back-End Development) • React JS (Front-End Development)	• Arabic - Native • English - Fluent