

Hassan F. Hafouda

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Digital Marketing Specialist

Marketing graduate with hands-on experience in planning, creating, and analyzing content to drive engagement across multiple social media platforms. Skilled at developing brand identities from producing visual designs to identifying positioning gaps that create a distinctive market presence. In addition to Front-of-House client service background that adds experience in reading audience behavior and communication that translates directly into advertising campaigns and content work.

Education

Lebanese University, Hadath, Lebanon, BBA in Marketing

Relevant Coursework: Advertising, Digital Marketing, Marketing Research

Certificates: Digital Marketing Workshop (IABC, 2024); Photography(Al Reaaya 2023)

Languages: English (Fluent), Arabic (Native)

Professional Experience

Spuntino Di Shadi – Front of House Staff

2026-Present

- Communicated effectively and confidently with customers of varying moods and expectations, adjusting tone and approach in real time to keep every interaction smooth and positive
- Proactively upsold menu items and specials
- Managed multiple guest requests simultaneously during peak hours while remaining calm and professional
- Resolved customer complaints on the spot, turning dissatisfied guests into returning customers

Al Akkad Cocktail – Juice and Drink Staff, Saida

2023 - 2024

- Prepared a wide range of fresh beverages
- Kept the drink station clean and organized
- Ensured quality of presentation of all orders
- Efficiently processed customer requests in busy hours

Mercy For Humanity – Volunteer, Lebanon

2022 – Present

- Participated weekly in preparing home-style meals for people in need
- Assisted in food packaging, portioning, and organized distribution
- Supported basic kitchen operations and workflow management
- Maintained hygiene, safety, and quality standards during food preparation
- Worked efficiently as part of a team in a high-volume environment

Core Competencies		
Content Creation	Social Media Management	Campaign Planning
Visual Design	Brand Positioning	Teamwork
Copywriting	Analytical Thinking	Time Management
Marketing Projects		

Project 1 – Social Media Content Experiment

- Created and managed a personal social media page focused on visual horror content
- Used the project as a testing ground to understand what drives engagement and reach
- Utilized multiple image and video editing tools like GIMP and Davinci Resolve to create content
- Observed and analyzed the results of the experiment and concluded key factors that increase views and engagement

Project 2 – Social Media Branding Concept

- Created two posts for a coffee shop as a branding-focused concept project
- Performed a brand analysis on the coffee shop to understand the type of content it requires
- Aligned the tone and style of the posts accordingly to the brand analysis
- Established objectives that each post aims to achieve

Project 3 – Marketing Strategy

- Developed a marketing plan for the humanitarian kitchen “Mercy for Humanity”
- Set up objectives for the marketing strategy after performing a situation analysis
- Designated the most relevant target audience, the correct communication tone, and the effective marketing channels
- Structured a well-established marketing schedule according to a content strategy
- Stated how performance can be measured and evaluated for improvement