

FATEN AL- HALWANI

Marketing Operations Specialist

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Experience

Great Place To Work Middle East

Dubai, United Arab Emirates

Marketing Operations Specialist

02/2024 - Present

- Provide support to the Marketing and Sales teams to ensure smooth operations
- Identify and reach out to prospective clients across the GCC region that fit GPTW's customer profiles
- Follow up on leads generated from campaigns, conferences, and word-of-mouth
- Support Marketing efforts, including creating analytics reports for key campaigns
- Manage and update lead records in Zoho CRM
- Analyze marketing campaign performance and create reports
- Develop and execute influencer engagement strategies
- Facilitate marketing sessions for clients to optimize their certification promotion

InHype

Beirut, Lebanon

Social Media Executive

03/2023 - 02/2024

- Developed influencer marketing strategies aligned with brand messaging
- Managed influencer collaborations, ensuring timely and quality content delivery
- Tracked campaign performance using analytics tools
- Coordinated marketing logistics and prepared campaign performance reports
- Aligned influencer content with overall marketing goals

KHOUBOURAT HR Program

Beirut, Lebanon

Human Resources Intern

01/2023 - 03/2023

- Assisted in recruitment, candidate screening, and employee relations tasks
- Managed HR documentation and administrative tasks
- Conducted research on HR policies and best practices

The Smallville Hotel

Beirut, Lebanon

Digital Marketing Coordinator

02/2021 - 01/2023

- Managed digital marketing campaigns across various platforms
- Developed and executed strategies to increase brand awareness
- Oversaw social media content creation, scheduling, and community engagement
- Analyzed website analytics to measure campaign effectiveness
- Collaborated with the creative team on content development

Freelance

Beirut, Lebanon

Social Media Page & Community Manager

07/2023 - 04/2024

- Managed Pasha Castle's social media account (Meta)
- Managed Stickies' social media account (Meta)

Education

Lebanese International University

Beirut, Lebanon

Bachelor's Degree in Business Administration

01/2016 - 01/2022

CIS College

Beirut, Lebanon

Diploma in Human Resources Management

11/2022 - 02/2023

Training / Courses

[Advanced Google Analytics](#) — Google

[Hootsuite Platform Certification](#) — Hootsuite Academy

[SEO](#) — HubSpot Academy

[Social Media Marketing](#) — HubSpot Academy

Languages

[Arabic](#)

[English](#)