

KASSEM ISMAIL

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PROFESSIONAL SUMMARY

Business Marketing graduate from the Lebanese American University with hands-on experience managing social media accounts, creating content, and executing digital campaigns for brands and nonprofits. Skilled in content strategy, audience engagement, and social media analytics across Instagram, TikTok, and Facebook, with strong visual design in Canva. HubSpot-certified in digital and social media marketing, seeking a Media Executive role to grow brand presence and drive measurable engagement.

CORE SKILLS

Social Media & Content: Social Media Management • Content Creation • Content Strategy • Instagram, TikTok & Facebook • Community Engagement • Canva

Digital Marketing: Digital Marketing Strategy • Campaign Management • SEO & SEM • Email Marketing • UGC Campaigns • Brand Strategy

Analytics & Tools: Social Media Analytics • Market Research • Microsoft Excel • PowerPoint • CRM Tools • Communication • Public Speaking

PROFESSIONAL EXPERIENCE

Social Media Intern — Neon Consultancy

Jul 2025 (1 month)

Beirut, Lebanon

- Planned and organized monthly social media content calendars for multiple client accounts, ensuring alignment with each brand's marketing objectives.
- Prepared creative briefs and visual mood boards, and collaborated with designers to develop Instagram and LinkedIn content direction.
- Compiled campaign data into monthly performance reports and supported account management by documenting client meetings and tracking content revisions.

PR & Communications Intern — Makassed Healthcare

Jul 2025 – Aug 2025

Beirut, Lebanon

- Supported healthcare awareness and communications initiatives aimed at improving public engagement.
- Helped organize and promote community outreach events, coordinating logistics and on-the-ground promotion.
- Created and coordinated promotional content and materials for awareness campaigns.

Social Media & Content Volunteer — Makhzoumi Foundation

Oct 2024 – Dec 2024

Beirut, Lebanon

- Managed the organization's Instagram presence, curating content that reinforced consistent branding and strengthened audience engagement.
- Designed visual content in Canva to support campaign objectives, enhancing brand visibility across digital platforms.
- Monitored community engagement and responded to audience inquiries, fostering stronger public relationships and interaction.
- Analyzed post performance and engagement metrics to inform data-driven content strategy recommendations.

ACADEMIC & MARKETING PROJECTS

Zaatar w Zeit — Digital Marketing Strategy Project — Lebanese American University, Beirut

Jun 2025 – Jul 2025

- Developed a multi-platform social media strategy optimizing Instagram, TikTok, and Facebook.
- Performed a social media audit and customer persona analysis to sharpen audience targeting.
- Proposed data-driven recommendations spanning content strategy, UGC campaigns, and funnel optimization.

Starbucks — Marketing Strategy Project — Lebanese American University, Beirut

Feb 2026 – Apr 2026

- Conducted a marketing and brand analysis of Starbucks, evaluating branding and customer engagement drivers.
- Assessed digital marketing strategies and consumer behavior to identify growth opportunities.
- Collaborated in a team to develop data-driven insights and present marketing recommendations.

LAU Centennial — Consumer Behavior Project — Lebanese American University, Beirut

Feb 2024 – Apr 2024

- Built a marketing strategy for LAU's 100-year centennial to raise brand awareness and engagement.
- Conducted SWOT analysis, market research, and audience segmentation to map opportunities and perception.
- Designed an integrated campaign across digital and offline channels (social media and events).

EDUCATION

Bachelor in Business Marketing — Lebanese American University, Beirut, Lebanon

Sep 2023 – 2026

CERTIFICATIONS & LANGUAGES

Certifications: HubSpot Digital Marketing • HubSpot Social Media Marketing

Languages: Arabic (Native) • English (Bilingual) • French (Advanced)