



Contacts



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LinkedIn

Languages

Italian	Native proficiency
English	Professional working proficiency
Arabic	Professional working proficiency
French	Elementary proficiency

Skills

- Media planning with a focus on OOH (Out-of-Home) campaigns
- Knowledge of the Middle East OOH market
- Teamwork and collaboration
- Translation (Arabic ↔ Italian)
- Social media management
- Intercultural and digital communication
- Digital skills and use of internal management systems
- Organizational and problem-solving abilities

Valeria Hammoud

Junior Media Planner | International Communication | Digital Skills | EMEA



Junior media planner with experience in advertising campaigns and digital content management. Interested in intercultural communication and international markets, with a focus on the EMEA region and the Middle East.

Work Experience

2026 | DOLCE&GABBANA

Advertising and Media Planning

- Manage and coordinate the brand's advertising campaigns across print, out-of-home (OOH), and digital channels
- Oversee digital campaigns on Meta, TikTok, and Google platforms
- Monitor campaign activities and support performance optimization

2025: MEDIAKEYS ITALIA

OOH/DOOH Media Planning - Middle East Market

- Planning and execution of Out-of-Home (OOH) and Digital Out-of-Home (DOOH) advertising campaigns for international clients
- Managing the Middle East market, with a particular focus on the Gulf countries
- Acting as a bridge between client objectives and local media owners, ensuring campaign strategies are aligned with the client's target audience and communication goals

2024 | MUNICIPALITY OF LECCO

Communication office - social media

- Preparing posts and content related to events organized by the municipality.
- How to strategically use different communication platforms to reach diverse audiences. This experience allowed me to become familiar with the appropriate style and tone for official communications and for the different platforms.
- Translating informative documents from Italian to Arabic

12/2023 | LANDOOR - THE AIMES

Artigiano in Fiera 2023 Milano - KSA stand - Interpreter

Translation activities from Arabic to Italian with the Arab exhibitors of the Saudi Arabia stand. This work helped me improve my translation skills and allowed me to put them into practice in a professional setting.

Education

2022 - 2025 | CA' FOSCARI - UNIVERSITY OF VENICE

Master's degree in Languages, Economics and Institutions of Asia and North Africa

2018 - 2022 | UNIVERSITY OF BERGAMO

Bachelor degree in Modern Foreign Languages and Literatures

2013 - 2018 | G. BERTACCHI - LECCO

Human Sciences High School

Courses and certificates

09/2024 Diploma in Digital Marketing - Keemya

- SWOT Analysis
- Building a brand - brand brief
- Diploma in marketing and content creation
- AI In Content Creation