

# CURRICULUM VITAE

Mark Maurice Hawa

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**D.O.B** : September 16<sup>th</sup>, 1991  
**Marital Status** : Single  
**Nationality** : Lebanese

## 1. EDUCATION

|             |                           |                         |              |
|-------------|---------------------------|-------------------------|--------------|
| 2010 – 2014 | B.A<br>Mass Communication | University Of Balamand  | Lebanon      |
| – 2009      | High School Diploma       | King Khaled Intl School | Riyadh – KSA |

## 2. EXPERIENCE

| OMD  | Senior Digital Media planning | Nov 2015 - Present |
|--|-------------------------------|--------------------|
| <ul style="list-style-type: none"><li>– <b>Employer Profile:</b> My Role as digital media planner started after earning Digital training certification from Greenwich School of management - London &amp; followed by 3 google certifications. My digital experience is earned by building strategic media plans Includes negotiating with multiple media owners on pricing, packaging &amp; identifying relevant opportunities, launching (direct contacts with Adops Team), Optimizing campaigns where applicable for a better performance until finally reporting a post campaign analysis for each campaign.</li><li>– <b>Responsibilities:</b> Handling Client brief &amp; constructing strong digital media to acquire and retain various Media or business objectives. I manage digital campaigns which includes strategy, tracking and analysis, identifying and defining appropriate metrics to evaluate campaign effectiveness.<ul style="list-style-type: none"><li>○ Ability to develop effective and strategical plans</li><li>○ Providing rationales behind media decisions</li><li>○ Displaying media strategy as well as timely delivery of reports &amp; analysis</li><li>○ Lead planning objectives and strategies that align with the client's marketing direction</li><li>○ Manage the day-to-day implementation, and optimization of campaign activities</li><li>○ Overall client communication as well as acting as a primary client contact</li><li>○ Enhanced client relationship skills through daily communication &amp; meetings</li><li>○ Analyzing the effectiveness of the campaign and using this data as learnings for future campaigns</li></ul></li><li>– <b>Certificates:</b><ul style="list-style-type: none"><li>○ Online Digital Training program – Greenwich School of Management</li><li>○ Ad Words certification</li><li>○ Mobile Advertising</li><li>○ Double Click Campaign Manager</li></ul></li></ul> |                               |                    |

|            |  |                            |
|------------|--|----------------------------|
| <b>OMD</b> | <b>Executive Media Planning/Investment</b> | <b>Oct 2014 - Oct 2015</b> |
|------------|--|----------------------------|

– **Employer Profile:**

Worked both on Media planning & investment in on all mediums: Newspapers, magazines, Radio, television outdoor media developing media strategies depending on business objectives.

– **Responsibilities:**

**Media Planning:**

- Developing strategical media plans
- Lead planning objectives and strategies that align with the client's marketing direction

**Media Investment:**

- Purchase spots and monitor advertising spaces and airtime to assure accuracy.
- Building relationships with media sales companies which includes negotiating to obtain the best rates and most appropriate media spaces in all media forms.
- Booking individual advertising spots, e.g. pages, posters, broadcast advert.

|                |                                  |                   |
|----------------|----------------------------------|-------------------|
| <b>Various</b> | <b>Trainings and internships</b> | <b>2012- 2013</b> |
|----------------|----------------------------------|-------------------|

– **Adrenaline Communications – Beirut**

- Studied Clients market and their market to discover their pain points, take advantage of their opportunities and empower their strengths with my ideas, designs and campaigns.

– **University Of Balamand Koura – Lebanon**

- Handled university media projects using professional cameras & tools to shoot projects that I presented in university auditoriums.

– **MTV – Nostalgie - Energy FM**

- Introduced to all technological equipment that is used in the television & radio station. Going through every detail from the news room until the advertising department to understand the success of every second on air.

### 3. LANGUAGES

|                         | <b>READ</b> | <b>WRITE</b> | <b>SPEAK</b> |
|-------------------------|-------------|--------------|--------------|
| <b>ENGLISH - ARABIC</b> | FLUENT      | FLUENT       | FLUENT       |
| <b>FRENCH</b>           | Fair        | Fair         | Fair         |

### 4. MISCELLANEOUS

|   |  |
|---|--|
| <b>HOBBIES</b>                            | <b>REFERENCES</b>                            |
| Traveling, Photography, Swimming, Sports. | References & documents provided upon request |