

Marwan Al Hasbini

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EDUCATION

Bachelor of Arts - Communication Arts (With Honor)

Lebanese American University

Sep 2013 - Dec 2016

EXPERIENCE

Regional Social Media Manager

BFL Group - Dubai, UAE

July 2023 - present

- Develop, implement and manage social media strategies
- Define most important social media KPI
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with latest social media best practices and technologies
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train other in the team
- Provide constructive feedback and coaching

Regional Social Media Specialist

Trafalgar Luxury Group - Dubai, UAE

June 2021 - June 2023

- Manages and oversees junior team members
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Coordinates social media messaging with Brand HQ, brand managers, and quarterly or seasonal company goals
- Creation of content in English and Arabic
- Audits and analyses social media presence on a monthly, quarterly, and yearly basis
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages
- Follows brand guidelines for the creatives and works closely with the agency for any new creative direction and implementation
- Supports the Digital Marketing Manager in crafting social media strategies for all social accounts
- Manages the community management and presence through Google My Business
- Monitor social media channels for comments, feedback, complaints and respond in a timely manner with escalation if necessary.
- Evaluate social listening tools and identify suitable one to implement
- Monitor brand marketing activities from HQ
- Create a quarterly/monthly report highlighting updates on social media, emerging platforms, brand activities and competitor analysis

Social Media Team Leader

Carma - Beirut, Lebanon

Oct 2019 - May 2021

- Lead a team of 22 people during the pandemic that handled more than 33 clients from the MENA region and worldwide.
- Error margin decreased to 0.5% 2 months after I took charge
- Provided technical training to upskill the team
- Ensured team chemistry and unity is always present to motivate my team member

Social Media Executive

Carma - Beirut, Lebanon

Sep 2017 - Sep 2019

- Monitoring social media platforms to find points of interest to the client by using the latest tools and technology provided by Group Operations and IT, in addition to manual search on every platform.
- Categorizing the relevant items, following the clients' briefing document and my understanding of the client's interests.
- Translating or summarizing social media posts in Arabic/English.
- Creating accurate and informative executive reports, real-time/daily alerts, and coded datasheets.
- Ensuring data integrity within the daily/weekly/monthly reports and dashboards.
- Looking out for, and reporting to the client, buzz alerts, based on spikes in interest or rising issues.

Social Media Content Editor

Al Jadeed TV & MTV Lebanon

Apr 2016 - Jun 2017

- Removing Ads from all the episodes and upload them on YouTube and share them on the website/ Facebook and Twitter
- Schedule 24/7 posts to keep the engagement rate high
- Editor for "Radar" segment. A segment that creates a funny video from an awkward situation that was aired
- Creating social media strategies to increase the number of likes on the page
- Posting daily a short segment of the program
- Responding to messages/ replying to all comments and removing any harmful content

BRANDS MANAGED

RTA Dubai
Gait Qatar & Kuwait
Zamzam Wraps
Itsluxury.com

Emirates Airlines
Trafalgar Luxury Group
G20
Dubai Taxi Corporation (DTC)

Charriol ME
Toyota
Aramco
MSF

CERTIFICATION

- Social Media Marketing Strategies
- SEO: Profile Optimization
- Digital Marketing & Advertising
- Healthy Communication in the 21st Century
- Feedback and Coaching team members

TOP HIGHLIGHTS & SKILLS

- Creative mind
- Deep understanding of Middle East market
- Excellent analytical skills
- Excellent project management skills
- Attention to detail
- Excellent presentation & communication skills
- Ability to build and maintain relationships with stakeholders
- Content creation (Arabic, English)
- Excellent problem-solving skills
- Organization
- Creative writer
- Solution oriented

LANGUAGES

- Lebanese Sign Language (Native)
- Arabic (Native)
- English (Fluent)
- French (Professional)
- Italian (Basic)

MOST PROUD CAREER MOMENT

- Managed a team of 22 people during Covid period with error margin almost null
- Retained an on the edge client after showcasing our point of strength as an agency
- Ensured team chemistry and unity is always present to motivate my team members while focusing on their mental health