



FAYEZ HASSOUN

MARKETING PROFESSIONAL

EDUCATION

BACHELOR OF MARKETING
SYRIA - TISHREEN UNIVERSITY
2014/2018

BACHELOR INTERNATIONAL BUSINESSES
LEBANESE INTERNATIONAL UNIVERSITY
2018

PROFILE

I AM AN EXPERIENCED MARKETING PROFESSIONAL
SPECIALIZED IN CONTENT MARKETING IN GENERAL & SOCIAL
MEDIA
WHERE I CAN APPLY MY KNOWLEDGE AND SKILLS FOR
CONTINUOUS IMPROVEMENT.

EXPERIENCE

SALES & CONTENT MARKETING MANAGER

PHOENIX FOR MARKETING | 2013 - 2017
ARMENIA, LEBANON, SYRIA, ALGERIA, TUNISIA, TURKEY

- Training Teams, Developed a social media strategy to increase the Sales process
- Training a team of 3000 salesmen in 5 Countries
- Creating Content for marketing campaigns in general (ads, digital marketing, commercials)
- Developing and execute a strategic plan to achieve sales targets and expand our customer base
- achieving more than 500k \$ revenue to the company (e-commerce based)

DIGITAL MARKETING MANAGER

IBTICAR AGENCY | 2016 - 2018
SYRIA

- supervision on social media accounts and creating social media creative content
- Developing Social media content based on pre-approved client strategies
- developing a digital marketing strategy and creating creative content for commercials

TRAINING SPECIALIST

TANAMI CENTER (PART TIME) | 2017 - 2018
SYRIA

- Training on Content marketing, Sales, Digital marketing, leadership and more
- Creating an effective powerful training plan to apply the knowledge
- Training over 100 Trainee

COPYWRITER & CONTENT CREATOR

THINK MEDIA LABS | 2018 -2019
BEIRUT

- acquiring more experience in new markets such as DUBAI and KSA
- developing new creative content for digital marketing plans

SOCIAL MEDIA MANAGER

SOCIAL LAB | 2019
BEIRUT

- managing the content plans for the client in a weekly schedule, focusing on creating creative shareable content
- advising bloggers and influencers how to create more engagements
- create ad campaigns and achieving massive reach

SKILLS

- MARKETING
- CERTIFIED TRAINER
- POST-SALE RELATIONSHIP MANAGEMENT
- PROJECT MANAGEMENT
- SELLING SKILLS
- SOCIAL MEDIA STRATEGY
- CONTENT DEVELOPMENT
- COPYWRITING
- LEADERSHIP
- SEO AND GOOGLE ANALYTICS
- PUBLIC SPEAKING
- WRITING
- COPY EDITING
- NETWORKING
- STRATEGY PLANNING
- CREATIVE MINDSET
- ANALYTICAL SKILLS
- GAINING COMMITMENT

CONTACT

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NATIONALITY: SYRIAN

BEIRUT (LEBANON)

FAYEZ.HASSOUN.93@GMAIL.COM

SOCIAL MEDIA

LINKEDIN: /FAYEZ-HASSOUN

COURSES

DIGITAL MARKETING SPECIALIZATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
(7 COURSES)

THE ART OF SALES: MASTERING THE SELLING PROCESS

NORTHWESTERN UNIVERSITY (COURSERA)

FUNDAMENTALS OF DIGITAL MARKETING, SOCIAL MEDIA, AND E-COMMERCE

UNIVERSITY OF PENNSYLVANIA (EDX)

SALES STRATEGIES: MASTERING THE SELLING PROCESS SPECIALIZATION

THE UNIVERSITY OF CHICAGO (4 COURSES)

TRAINING OF TRAINERS (TOT)

AMERICAN BOARD OF CERTIFICATION
(99 HOURS TRAINING)
CERTIFIED TRAINER

INTRODUCTION TO PROJECT MANAGEMENT PRINCIPLES AND PRACTICES SPECIALIZATION

UNIVERSITY OF CALIFORNIA, IRVINE (4 COURSES)

ORGANIZATIONAL LEADERSHIP SPECIALIZATION

NORTHWESTERN UNIVERSITY (6 COURSES)

SALES TRAINING FOR HIGH PERFORMING TEAMS SPECIALIZATION

HUBSPOT ACADEMY (4 COURSES)

INNOVATION: FROM CREATIVITY TO ENTREPRENEURSHIP SPECIALIZATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
(7 COURSES)

THE STRATEGY OF CONTENT MARKETING

UNIVERSITY OF CALIFORNIA (4 COURSES)

SOCIAL MEDIA MARKETING SPECIALIZATION

NORTHWESTERN UNIVERSITY (6 COURSES)

INTERNATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOR

UNIVERSITÀ BOCCONI

BUSINESS FOUNDATIONS SPECIALIZATION

UNIVERSITY OF PENNSYLVANIA (6 COURSES)

CONTENT STRATEGY FOR PROFESSIONALS SPECIALIZATION

NORTHWESTERN UNIVERSITY (5 COURSES)