

# Hanan Bahmad

Digital Marketeer | App & Web Developer | SEO Specialist

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## ABOUT

Digital Marketeer & SEO specialist, creator and manager of companies' presence on SERPs. Programmer, Web developer and Cisco Certified Network Associate, dedicated to design, develop and manage websites. Proactive and hardworking in program integration, strategic planning and social marketing evaluation. Computer proficient with superb skills in HTML, CSS, PHP and Microsoft & Adobe programs.

## Work History

### Freelance

09-2022- Current

- Providing all digital marketing services from Social Media to Website development & SEO (client list is in the portfolio)

### SEO Specialist & Social Media Manager

06-2021- 08-2022

#### **Bellamysworld, Baabda**

- Developing optimization strategies that increase the company's presence on SERPs.
- Managing, Creating & Executing the strategy and content for the social media platforms, in addition to overseeing the company's online existence.

### Social Media Manager

06-2021- 08-2022

#### **1. OTIS Elevator Company s.a.l., Mkalles, Mansourieh, Matn**

#### **2. The National Trading Corporation, Mar Mikhael, Beirut**

- Creating, managing & executing strategy and content for the social media platforms, and overseeing the company's online existence.

### English Teacher

10-2020 – 07-2021

#### **ST. Elie School, Bhamdoun, Mount Lebanon**

- Educating students of grades 2, 5 & 6.
- Combined various English teaching methods and techniques to help students improve.

Personal Assistant to the President

07-2018 – 03-2021

**AUST - American University of Science & Technology, Achrafieh, Beirut**

- Produced accurate office files, updated spreadsheets and crafted presentations to support executives and boost team efficiency.
- Contributed to smooth business operations by planning and organizing meetings and conferences, including conference calls.

**New Branch Operations Supervisor (AUST Bhamdoun):**

- Enhanced branch production rates by handling staff conflicts, evaluations, hiring/termination processes, coaching employees on company protocol and payroll operations.
- Trained employees on proper procedures and strategies to improve productivity.
- Executed students' operations, including choice of major advises, registration and courses selection.

Social Media Manager / Administration / Designer / Website Editor 10-2017 – 07-2018

**ITC - International Testing Center, Achrafieh, Beirut**

- Tracked expenses and reconciled accounts to maintain accurate financial records.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
- Handled online presence and monitored return on investment of online and social media marketing efforts.

Social Media Account Executive

08-2016 – 08-2017

**AUST - American University of Science & Technology, Achrafieh, Beirut**

- Developed strategy and managed market communications that drove specific majors demand.
- Developed a website for E-Magazine - TeenWorld and created Social Media Accounts
- Collaborated with design department on operational support tasks to model importance of group goals.
- Identified and resolved process issues to encourage smoother procedures, more efficient workflow and overall business growth.

Web Designer/Developer & Social Media Manager

10-2015 – 10-2016

**Beyond Tech**

- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Created web applications and components using PHP programming language.
- Used programming capabilities in PHP, SQL and JavaScript and other libraries as needed.

**Group W Fzllc, Zahle, Bekaa**

- Developed clients' projects (front-end and back-end), along with the modeling and development of each project's appropriate database.
- In addition to designing and developing (PHP) database-driven websites.
- Designed images, icons, banners and audio enhancements.
- Identified and resolved issues and defects, including browser compatibility issues.
- Created site layout and user interface using HTML/CSS best practices.

**LCMS – Lebanese Canadian Modern School, Rashaya, Bekaa**

- Prepared and implemented lesson plans covering required course topics.
- Administered assessments and standardized tests to evaluate student progress.
- Challenged and engaged students through in-depth lectures, debates and discussions and literary subjects.

## Education

**MBA w/ emphasis in Digital Marketing**

10-2016 – 06-2018

AUST - American University of Science & Technology – Beirut

**Bachelor of Science: Computer Science**

10-2010 – 07-2014

AUST - American University of Science & Technology – Zahle

## Trainings and Certificates

Mastering Search Engine Optimization - A to Z of SEO

07-2022

On Page SEO - 7 Strategies To Rank Better In Google

06-2022

ECCE - Examination for the Certificate in Competency in English

11-2011

CCNA - Cisco Certified Network Associate

11-2012

## Skills

### Professional Skills:

- **Programming Skills:** PHP, HTML5, CSS3, C#, ASP.NET, Java
- **Microsoft Office Skills:** Word, PowerPoint, Access and Excel.
- **Design Skills:** Web design, Print Design, Adobe Photoshop and Acrobat Pro.

### General Skills:

Scheduling, Ability to work under pressure, self-motivated, critical thinking, fast learner

### Communication Skills:

Effective team player with clear and persuasive communication skills in all situations.

### Language Skills:

Arabic (native), English (Fluent)