

# MOHAMAD HAKIM

"work hard & never stop learning"

Highly skilled communication professional with expertise in digital media, web content, and copywriting. Proven track record in managing social media platforms, developing engaging content, and implementing successful communication strategies. Strong knowledge of mainstream and social media, with a focus on promoting projects and engaging diverse audiences.



## PROFESSIONAL EXPERIENCE

### Communications Officer

*Konrad-Adenauer-Stiftung (KAS) Lebanon Office*

- Develop and implement digital media strategy to enhance engagement, promote key messages, and mobilize support.
- Design, build and maintain the social media presence of KAS on various platforms including Facebook, Twitter, LinkedIn, and Instagram.
- Draft, edit, and review reports, press releases, articles, stories, speeches, and other communication materials.
- Translate communication documents from English to Arabic and vice versa.
- Follow up with translators and graphic designers for seamless multilingual content creation, design, and printing, ensuring quality through proofreading and editing.
- Conduct field visits to projects during their implementation phase to cover events and/or to monitor visibility and ensure project communication policies are being applied by implementing partners.
- Coordinate with project managers at KAS Lebanon office to curate/create content that aligns with the organization's goals and objectives.
- Collaborate with internal teams and make sure all projects are well communicated to the public through various channels.
- Leverage cross-team collaboration with partners to develop visually appealing content.
- Undertake missions and field trips with media and other official visitors in support of KAS and its work, enhancing visibility and outreach.

### Digital Media Coordinator

*Asharq Al-Awsat Newspaper*

- Regularly schedule and update content on "Asharq Al-Awsat" social media accounts and pages.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news) on social media platforms including Twitter and other platforms.
- Monitor Social Media trends and stay updated with all the latest news of all platforms to stay ahead of competitors.
- Conduct research and analysis of social media trends using tools such as Google Trends and Twitter Trends.
- Stay up-to-date with new trends in social media, design tools and applications to improve social media content quality and effectiveness.
- Monitor digital media engagement and adjust the strategy as necessary.

### Digital Media Officer

*Union of Relief and Development Associations (URDA)*

- Supervise day-to-day content requirements and work management on the "URDA" website, ensuring it remains up-to-date, informative, and engaging.
- Prioritize and coordinate content updates to ensure that all forms of content are compelling, relevant, SEO optimized, customer-friendly, and humanitarian-focused.
- Collaborate on copywriting activities conducted by the NGO, ensuring that the content is well-suited for publication on the website and across various social media platforms.
- Create and design offline communication tools such as posters, banners, and roll-ups to support URDA's outreach and awareness efforts.
- Manage and update content on "URDA" social media accounts and pages, ensuring a consistent and coherent online presence.

## CONTACT DETAILS

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Abi hanifa St.- Talet Alkhayat -  
Beirut, Lebanon

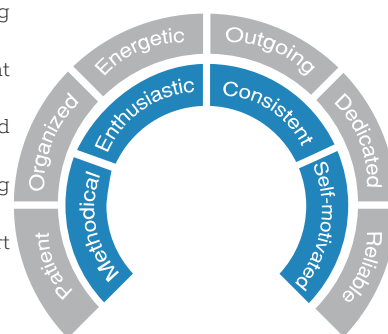
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## PERSONAL SKILLS



## EXPERTISE

Copywriting: Drafting, editing, and reviewing various communication materials.

Graphic & Multimedia: Designing offline communication tools, images, and video content management.

Management: Coordinating projects, prioritizing tasks, and effective team collaboration.

Research: Analyzing social media trends and conducting market research.

## LANGUAGES

Arabic



English





## EDUCATION

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2010 - 2013

### Master of Business Administration (MBA)

*Modern University for Business and Science*

- Top scorer in Financial Reporting & Control (ACC501) and Consumer Behavior (MKT606).

1997 - 2001

### B.A in Political & Administrative Sciences

*Lebanese University*

- Courses included Economic Principles, Legal Sciences, Management, and Public Finance.



## Professional Development & Certifications

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- Completed professional development courses: **Reuters Digital Journalism** Certificate, Introduction to Advanced English 501, How to Research and Write using **Generative AI** Tools, Copywriting for Social Media, and Social Media Marketing: **ROI**.
- Experience working with cross-functional teams and international stakeholders.
- Strong experience in social media management, content strategy, and successful social media campaigns.



## SOFTWARE SKILLS

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- **Microsoft 365**: Teams, Word, Excel, PowerPoint, Outlook
- Design software: **Photoshop**, **Premiere Pro**, **Canva**, **Illustrator** (proficient), After Effects (intermediate).
- **ERP Cloud** and **Citrix** Systems