



ZEINAB HAMMOUD

CONTENT MARKETING

GET IN CONTACT

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elphit.com

PERSONAL PROFILE

My MSc in Consumer Behaviour along with my experience in content creation, Marketing strategy and enterprise, have molded me into a passionate expert in Marketing strategy.

EDUCATION HISTORY

Goldsmiths, University of London

MSc, Consumer Behavior
(with Merit) | 2016

Lebanese American University

BSc, Marketing | 2015

AREAS OF EXPERTISE

- Paid Media
- Content Creation
- Shopify & Wordpress Development
- Qualitative Research
- Communication Skills

CERTIFICATES

- Digital Marketing Certification (Morgan International)
- Fitness Training Certificate
- Digital Marketing Certificate, UDEMY

OTHER

- Running , Yoga & JiuJitsu Enthusiast

WORK EXPERIENCE

COMMUNITY & OUTREACH MANAGER

Ostaz | 2020 - Present (Beirut, Lebanon)

- Developing content strategies and content calendars
- Managing all communication platforms
- Writing blogs, keyword search and basic SEO work
- Reaching out and partnering with global companies
- Actively working on the expansion plan across the GCC & Europe
- Creating ads on Instagram & Facebook for Social Growth

DIGITAL MARKETING STRATEGIST

Freelance | 2019 - Present (Beirut, Lebanon)

- Creating content and community management for social media accounts in GCC & Lebanon
- Prepping e-commerce and marketing strategies
- Designing e-commerce websites on WordPress & Shopify

FOUNDER & CEO

Elphit | 2019 - Present (Beirut, Lebanon)

- Design of the sportswear collection
- Creating marketing strategy & brand story
- Setting up the Shopify & WordPress sites
- Creating content
- Managing social media accounts
- Executing FB/ Twitter and Google Ads
- Working on SEO

MARKETING OFFICER

Lebanese Economic Association | 2020 (Beirut, Lebanon)

- Preparing social media strategies for various projects
- Handling all social media pages
- Developing websites using WordPress

MARKETING & SOCIAL MEDIA COORDINATOR

Lebanese American University | 2018 - 2019 (Beirut, Lebanon)

- Preparing social media strategies for the department
- Handling all social media pages
- Coordinating the Digital Marketing Program

MEDIA EXECUTIVE EXCHANGE

Mindshare | 2017 (Beirut, Lebanon)

- Preparing media plans (Online & Offline) as per client goal and request
- Managing, planning, and monitoring client accounts (OLX, Gandour, Mark & Spencer, LG)
- Preparing pitch presentations

RESEARCH ASSISTANT

Tanium & Nasdaq: Cyber Security Report Goldsmiths,
University of London | 2016

SALES REPRESENTATIVE

BLOOMON, London, United Kingdom | 2016