

Reem Hachem

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Education

- Lebanese American University 2014-2017
Bachelor of science in Marketing
- Lebanese School of Qatar 2006-2014
Lebanese Baccalaureate

Work Experience

Social Media Marketing, Freelancer – Lebanon, Doha Qatar Present

- Clients: Sandwich Factory, Champs Lebanon, Champs UAE, ASA, Flawless Nail Care and Spa, Al Riyadi Club, ProSwim Gym, ProSwim Academy, Zone 15 Cleaning Services
- Create content for social media (Instagram, Facebook)

Marketing and Communications Coordinator at Beirut Digital District, ZRE – Lebanon Feb 2020 – May 2020

- Devised integrated marketing campaigns with the aim of acquiring and retaining customers
- Managed the implementation, tracking and measurement of marketing campaigns
- Created and analyzed reports for the campaigns
- Created content for the social media calendar and implementing it across social media platforms (Instagram, Facebook, Twitter, YouTube and LinkedIn) for both ZRE & BDD
- Performed social media efforts to improve KPIs (likes, shares, comments)
- Created a weekly newsletter for BDD
- Live coverage of all events happening at the community

Community Manager at SocialWeTalk - Hamra, Lebanon June 2019-November 2019

- Develop a content plan in English and Arabic.
- Create engaging content for all platforms (Facebook, Instagram, Twitter...) including social media post and stories.
- Handle the Digital Marketing and boosting (Extensive knowledge in Ads Manager & Google Ads).
- Engage with the online community and respond to comments and requests.
- Devise and implement community communication initiatives.
- Attend meetings with existing and new clients.
- Clients: USAID, Swings, Flawless Nail Care and Spa, Zeder Group, Bliss House, BLS Lebanon.

Account Executive at Digital Age- Achrafieh, Lebanon August 2018-March 2019

- Research clients' products, services, plans, competitors and target markets.
- Meet clients for briefings and present proposals to clients for approval.
- Prepare necessary daily or monthly content calendars.
- Remain in close communication with clients to comprehend their needs and specifications.
- Responding to clients' requests as they arise.
- Implement social media and communication campaigns to align with marketing strategies.
- Provide engaging text, image and video content for social media accounts.
- Clients: Paramount Butcher Shop and Grill, Her Influence, Charisma Accessories, Sandwich Factory (Qatar, Doha), Tamanna Wishes, Cigar Boutique Lounge.

Administrative and Marketing Officer at PBM Real Estate- Downtown, Lebanon August 2017- July 2018

- Communicate with clients via phone calls, emails and takes requests.
- Handle property portals and websites (PropertyFinder, OLX).
- Manage the social media pages on Facebook, Instagram, Twitter and LinkedIn.
- Cover the monthly newsletter (on Mail Chimp) as well as the ads on newspapers (Waseet, L'Orient-Le Jour, Al- Nahar).

Marketing and Advertising Intern at Its. Beirut– Jal El Dib, Lebanon

July 2017

- Pitch new ideas for upcoming projects and preparing competitive reviews.

Other Relevant Experiences

- **Social Media Workshop** - AMIDEAST Training Center by Joseph Yaacoub.
- **Adobe Photoshop Workshop** - Intoact Corporate & Digital Marketing Training in Lebanon.

Skills and competencies

- **Skills:** Extemporaneous speaker-especially in English, proficient speech/article writer, able to grasp new concepts and ideas easily, familiar with all social media platforms.
- **Computer:** Windows-iOS-Microsoft Office, Adobe Photoshop.
- **Languages:** Arabic (native), English (fluent), and French (beginner).