

Hisham Marouni

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Beirut, Lebanon

Education:

BA in Marketing - Lebanese University - Business Faculty

2013 - 2017

Major Courses: Communication & Public Relations, E-marketing, Marketing Management, Sales Management, Consumer Behavior, Advertising, Case Study, Marketing Financial Services, Direct Marketing, Marketing Research.

Work Experience:

Marketing Officer - BrandLift

March, 2018 - Present

- Copywriting and content creation for several brands.
- Working closely with the creative team to execute plans and ideas.
- Managing Social Media Interactions.
- Liaising with clients over ideas, deliverables, and plans.
- Moderating and monitoring of Social Media platforms: Facebook & Instagram.
- Prospecting and acquiring new business.
- Maintaining a timely client support to ensure future sales.

Marketing Intern - BrandLift

Dec, 2017 – Feb, 2018

- Copywriting and content creation for several brands.
- Managing Social Media Interactions.
- Moderating and monitoring of Social Media platforms: Facebook & Instagram.

Lebanese Red Cross Emergence Medical Services - Mission Leader

Aug, 2015 - Present

- Facilitate the mission till we reach the hospital.
- Follow up with rescuers regarding the tasks done during the mission.
- Communicate with the patient & relatives.
- Follow up with the operations room regarding any update in the mission.
- Evaluate the mission after finishing.

Handicap International - Support Services Assistant

April, 2015 – July, 2015

- Contact suppliers, collect quotations, & realizing a price list based on the received quotations.
- Update the data base (supplier list, TSA).
- Assist the Logistics Officer in its various tasks.

TSC Signature Store - Cashier

Dec, 2014 – April, 2015

- Counter operations
- Interact with hundreds of customers daily.

Metlife - Intern

July, 2014 - August, 2014

- Assist in the various tasks done by the collection unit for the domiciled policies.
- Prepare the worksheets for the financial analyst and the Investment specialist.
- Work on the reconciliation between the balances in the general ledger account cash in checking to the balance shown on the bank statement.
- Facilitate the check issuance and done all the required tasks for the issuance in order for the company to pay for its various expenses.

Professional Development

Member of Toastmasters - Protoast Club

Oct, 2017 – Present

- Practice public speaking.
- Take roles in meetings ranging from Grammarian, Ah Counter, & Timer.
- Enhance my communication & leadership skills through practical guides.

Volunteer at Lebanese Red Cross-Emergency Medical Services - Mreijeh (104)

June, 2013 - Present

- Participated in more than 4,000 emergency missions.
- Mission Leader.

- Document Controller of the center.
- Passed the Cadre/Leadership Training Evaluation with significance.

Volunteer at Lebanese Red Cross -Youth Department - Lebanese University Club

Jan, 2010 - Present

- President of the club between Sept, 2015 & Dec, 2016.
 - Submit the requested reports to the Red Cross administration.
 - Created a professional culture in executing the tasks & duties, and enhanced the environment where volunteers can learn and develop themselves.
 - Planned and executed an event leadership training which is customized according to the needs of the club.
 - Provide continuous support, follow up, and mentorship to the administrative committee and the members of the club.
- PR post in 2013 & 2015.
 - Enhance the image of the club in the university.
 - Getting sponsorships for the events and activities.
 - Promoting the activities & events through traditional means and using social media tools.
 - Set a networking campaign among university students in order to attract them to our activities and events.
- Supervised and assisted in organizing the first joint recruitment in the Lebanese Red Cross between 2 centers.
- Communicated with hundreds of students in the Lebanese University in our events.
- Created and delivered tens of presentations to the public.
- Organized several activities and events related to our mission.

Member of the Personal & Professional Development Program – LOYAC

Nov, 2013 – Nov, 2015

- Took several training workshops and seminars to improve my soft skills. (Human Communication model, Entrepreneurship, Networking,...).
- Took Several Courses about marketing, Sales, Advertising provided by individuals with relevant experience.

Other Skills:

Computer Skills:

- MS. Office