

Mohammad Hassan El Mahmoud

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SUMMARY PROFILE

A content creator able to easily collaborate and coordinate with other team members. He has adequate communication skills that allows him to get messages across in a clear and concise manner.

WORK EXPERIENCE

Social Media Agent, Freelance, Beirut	Jul 2024- Present
<ul style="list-style-type: none">Developing customized social media strategies that align with client objectivesProducing and scheduling engaging posts, videos and storiesEngaging with followers and responding to messagesUpdating the clients regularly and adjusting the content to meet their expectations	
Digital Marketing, Salem Group, Hamra, Lebanon	Jun 2023- Aug 2024
<ul style="list-style-type: none">Working on Content Optimization through keyword research and identificationResearching and compiling content ideas based on customer interests, and trending topicsCreating short and engaging product and service descriptions for online advertisementsHandling basic administrative duties such as filing, data entry, and organizing digital assets	
Sports Journalist & Media Correspondent, Sadah 4 Press News Agency, Lebanon	Sept 2022- Jun 2024
<ul style="list-style-type: none">Held an official press accreditation from the Lebanese Basketball Federation (FLB) during the 2023 and 2024 seasons.Covered professional basketball games in Lebanon, including photography and written match reports.Conducted pre- and post-game interviews with players and coaches; occasionally served as an on-site correspondent.Received media accreditation from FIBA (International Basketball Federation) to cover the FIBA Basketball World Cup Qualifiers.Produced and published multimedia sports content (articles, interviews, and photos) for Sadah 4 Press.	
Content Creator, Tri-pulley Social Initiative, Beirut, Lebanon	Nov 2022- May 2023
<ul style="list-style-type: none">Assisting in making a video documenting the journey of one of the beneficiaries including interviews, shots and backgrounds selection and editing the final versionHelping in writing informative and engaging captions for the social media posts	
Customer Service Representative American Diagnostic Center (ADC), Beirut, Lebanon	Jan 2022- Oct2022
<ul style="list-style-type: none">Greeted and assisted patients at the front desk, ensuring a welcoming and professional environmentScheduled medical appointments and coordinated between patients and healthcare providers.Responded to inquiries about services, insurance coverage, and medical procedures.Collected and verified patient information and documents before consultations.Handled patient complaints or concerns with empathy and discretion.Maintained accurate patient records using medical software systems.Collaborated with medical staff to ensure smooth daily operations and improve patient experience.Managed follow-up calls and reminders for upcoming appointments or test results.	
Social Media Agent, Digital Marketing and Media Group, Beirut, Lebanon	Oct 2021- Jan 2022
<ul style="list-style-type: none">Organizing the website of the companyManaging the social media pages	
Producer Assistant, Phoenicia Production, Beirut, Lebanon	Aug 2021- Sep 2021
<ul style="list-style-type: none">Coordinating between different parties (actors, crew...) to ensure on time productionAssisting with any on-set duties	
Production Crew Member, Cedars Art Production, Beirut, Lebanon	Mar 2021
<ul style="list-style-type: none">Supporting the director team by assisting the crew	

- Responsible of the movement of the secondary actors on set

Jan 2019- FEB 2021

Sales Representative – Bishara Auto Spare Part, Beirut, Lebanon

- Assisted customers in identifying and selecting the appropriate spare parts for various vehicle models (MERCEDES, BMW.).
- Provided technical advice based on vehicle specifications and mechanical conditions.
- Managed daily sales operations, processed invoices, and coordinated with the warehouse.
- Handled direct customer interactions and workshop requests under time pressure.
- Contributed to achieving monthly sales targets through strong negotiation and follow-up skills.
- Gained hands-on experience with different types of spare parts (OEM, aftermarket, and used) and collaborated with suppliers.
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TRAINING

Google Digital Marketing & E-commerce Training, Coursera	Jul 2022
Freelance Apprenticeship in Digital Marketing, Forsa III program	Feb- Mar 2024
SEO Mastery for Content Creators, CIS college	July- Aug 2024

EDUCATION

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| • Bachelor in Radio & TV- Lebanese International University-LIU, Beirut, Lebanon | 2020 |
| • Bachelor in Marketing- Arts, Sciences & Technology University in Lebanon, Beirut, Lebanon | 2018 |

LANGUAGES AND SKILLS

Languages:

Arabic: Mother tongue - English: Intermediate (reading, speaking, writing) - French: Beginner (speaking)

Computer Skills:

- Intermediate in Adobe Photoshop, Illustrator, Premiere, After Effects and Audition.
- Proficient in Microsoft Word, Excel and PowerPoint.
- Intermediate in Canva and Pinterest