

Hatem Bou Hadir

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Results-driven marketing professional with hands-on experience in digital marketing, SEO, and market research. Skilled in leveraging AI tools and data-driven strategies to enhance brand visibility and customer engagement. Adept at developing targeted campaigns, analysing performance metrics, and supporting business objectives through creative and analytical solutions. Committed to continuous learning and contributing innovative ideas in dynamic team environments.

Work Experience

ZOD Security – Marketing Internship

Beirut, Lebanon

April 2025 – Present

- Assisted in developing and executing branding strategies to enhance company visibility and customer engagement.
- Managed social media accounts by creating and scheduling engaging content across multiple platforms.
- Collaborated with teams to support campaign development and execution.
- Monitored competitor activities and market trends to provide actionable insights and support strategic planning.
- Conducted SEO research and implemented optimization techniques to improve website ranking and organic traffic.

Coursera – Freelance Digital Marketing Projects (Remote)

Jan 2025 – Present

- Completed hands-on projects in digital marketing as part of Coursera specialization tracks.
- Leveraged AI tools to analyze customer data and optimize marketing strategies for higher ROI.
- Designed and submitted campaign strategies, landing pages, and content plans based on real-world case studies.

Education

CIS College
Aug 2024 – Dec 2024

Intensive Digital Marketing Course

Beirut, Lebanon

Lebanese International University
Jan 2019 – July 2024

B.A. in Liberal Arts and Sciences – Public Relations

Beirut, Lebanon

Certifications

- **Introduction to Google SEO**
June 2025
- **ZOD’s Corporate Security Webinar**
April 2025
- **Social Media and Digital Marketing Fundamentals**
March 2025
- **Artificial Intelligence in Marketing**
Feb 2025
- **Social Media Marketing**
Dec 2024

Skills and Languages

- **Skills:**

Microsoft Office	Web Analytics & SEO	Market Research	Artificial Intelligence (AI)
Skill Development	Leadership Skills	Communication Skills	Campaign Management
Digital Marketing	Content Creation	Critical Thinking	Research and Data Entry
- **Languages:**
 - Arabic: Native Language
 - English: Advanced
 - French: Beginner