



# HUSSEIN R. ATWI

BUSINESS DEVELOPMENT SPECIALIST | SALES  
& MARKETING | COMMUNITY MANAGEMENT

## PROFESSIONAL SUMMARY



I'm a business development specialist with a background in digital marketing, SaaS solutions, emerging technologies, and community management. I've worked across Europe and the Middle East and am now looking to contribute to a purpose-driven, growing organization.

## CONTACT INFO



**Phone:** +961 76 852 602

**Email:** atwihussein@hotmail.com

**Address:** Beirut, Lebanon (Location-flexible)

**LinkedIn:** [linkedin.com/in/husseinatwi](https://www.linkedin.com/in/husseinatwi)

## WORK EXPERIENCE



**Freelance Digital Marketer | Dec. 2023 – Mar. 2025**

**Self-Employed (Full-time, Hybrid, Lebanon and Hungary)**

- Planned CRM workflows, email automation, WhatsApp campaigns, and built AI-powered chatbots using GoHighLevel, HubSpot, and Zapier
- Managed content and personal branding across LinkedIn, Instagram, Facebook, and TikTok, focusing on short-form video
- Produced scripts, edited videos, tracked analytics, built lead funnels, and supported growth for clients in Europe and the Gulf region

**Marketing Manager | Jan. 2023 – Jul. 2023**

**Bloxa Studio (Internship & Full-time, Hybrid, Hungary)**

- Established the full marketing infrastructure for a Web3 and Metaverse development studio, building its presence from the ground up through strategic campaigns
- Led all core marketing functions including SEO, paid advertising, content creation, and analytics, gaining end-to-end experience in developing scalable growth systems

**Teaching Assistant (E-commerce & Asia Business Courses) | Sep. 2020 – Jan. 2022**

**University of Szeged (Part-time, Hybrid, Hungary)**

- Created a structured course development plan aligned with the program's objectives
- Helped design and deliver course content, gave two guest lectures on digital marketing strategy

**Email Marketing Intern | Sep. 2021 – Dec. 2021**

**Acadium (Internship, Remote, United States)**

- Collaborated with a Business Coach to develop a comprehensive email marketing strategy
- Created and designed compelling email content to boost lead generation and conversion rates

## EDUCATION



**University of Szeged (Hungary) | 2019–2023**

Bachelor of Science in Business  
Administration and Management

## LANGUAGES



**Arabic:** Native

**English:** Fluent (C1)

**French:** Intermediate (B1)

## KEY SKILLS

### | DIGITAL SKILLS

- **Automation & CRM:** GoHighLevel, HubSpot, Zapier, Notion, MS Office, Google Suite
- **Marketing & Content:** Canva, Capcut, Google Ads/Analytics, Meta Ads, SEO, Video Marketing
- **AI Tools & Web3:** Building Chatbots and AI Agents, Midjourney, RunwayML, NFT Loyalty Programs

### | SOFT SKILLS

- **Leadership & Management:** Team Leadership, Project Management, Event Planning
- **Communication & Strategy:** Public Speaking, Client Relations, Inter-Cultural Collaboration
- **Creative Thinking:** Content Strategy, Problem-Solving, Adaptability

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## CERTIFICATIONS

- **Revenue Operations** – HubSpot Academy (2025)
- **Building Systems with the ChatGPT API** – DeepLearning.AI (2025)
- **Learning How to Learn** – Coursera (2025)
- **Sports Marketing Essentials** – Front Office Sports (2025)
- **Effective Problem-Solving & Decision-Making** – Coursera (2022)
- **Agile Project Management** – Coursera (2021)

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## AWARDS & CONFERENCES

- Received the **Hungarian Government Full Scholarship** covering all of my university studies

Attended the following conferences as a Media Member or Participant:

- **Nexus Tech Conference** – Kuwait City, Kuwait (Dec. 2024)
- **TMRW Conference** – Belgrade, Serbia (May. 2023)
- **Untold Stories Startup Conference** – Budapest, Hungary (Nov. 2022)

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## EXTRACURRICULAR ACTIVITY

- **Founder – ArenaOS:** Building an AI-powered tool for sports organizations and clubs
- **Community Leadership:** Co-founded a self-development meetup group and hosted 10+ events for a 500+ member Facebook community in Szeged, Hungary
- **Academic Programs:** Participated in Coursera Summer Camp and International Week at University of Szeged

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## REFERENCES

### Talal S. AlHabib

Founder and CEO at Sooqista Studios (Kuwait)

**Email:** talal@sooqista.com

### Dr. Balázs Révész

Associate Professor, Institute of Business Studies, University of Szeged (Hungary)

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