

# **Hasan Youness**

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**Nationality:** Lebanese / **Location:** Beirut-Lebanon

## **Summary**

Communications Specialist with a proven track record of building relationships with clients and stakeholders. Skilled in sales, negotiation, thinking strategically and client relationship management, with a strong ability to identify and pursue new business opportunities.

## **Work Experience**

### **Project Assistant (Education) | July 2024 – January 2025 Amel Association International**

- Managed key stakeholder communications, acting as the primary liaison for teachers and students to resolve issues and convey organizational policies.
- Developed and managed public-facing outreach materials and forms, ensuring clear and accessible communication with program participants.
- Assisted in managing external supplier and partner relationships, handling procurement communications and negotiations for center logistics.
- Stepped in to deliver educational content during teacher absences, demonstrating an ability to present information clearly to an audience.

### **Marketing Executive | January 2024 – June 2024 Cedars Software Solutions**

- Developed and executed a comprehensive social media strategy for Instagram, significantly increasing audience engagement and brand reach.
- Analyzed complex audience data and social media trends to refine content strategy and ensure all communications aligned with organizational goals.
- Collaborated with creative and technical teams to translate complex software features into accessible, compelling public-facing content and visuals.
- Monitored content performance and algorithm changes to optimize messaging and maintain a competitive presence

### **Public Relations Specialist (Freelance) | July 2022 – November 2023 Ozone Production**

- Maintained and updated a comprehensive media relations database to support targeted journalist outreach and ensure accurate information dissemination.
- Executed end-to-end communication and marketing strategies in line with client goals.
- Analyzed audience data to refine communication strategies and enhance public engagement.
- Developed and recommended tailored social media content to align with client branding and promotional offers.
- Managed and executed diverse public-facing projects, including corporate events, community workshops, and mentorship programs.

### **Account Manager | July 2019 – June 2022 Public Vision**

- Authored and assisted in drafting key communication materials for clients, including press releases, fact sheets, and media alerts.
- Collaborated directly with media contacts, partners, and key stakeholders to drive project success and enhance public satisfaction.
- Managed diverse client relationships and developed tailored strategic plans, achieving a 95% client retention rate.
- Led cross-functional teams to ensure the successful implementation of projects and meet all project KPIs.
- Analyzed customer data to identify trends and optimize communication efforts across more than 10 projects.

## Education

**Bachelor Degree: Communication Arts – Public Relations July 2019**

Lebanese International University (LIU) – GPA: 3.41

## Volunteering

### Scouts of National Education

**2010-Present**

- Press Officer and Environmental Activities Coordinator at Nabatiyeh governate commission since January 2022.
- Led and trained a squad of 40 people in various social impact activities.

### Event Planner Leader – LIU

**2016 - 2019**

- Led a team of 9 event planners to execute successful events and implemented creative marketing campaigns to promote events resulting in a 20% increase in attendance.
- Created budgets and managed costs for events, resulting in an average of 25% cost savings.

### Community Engagement Volunteer – Lebanese Red Cross, Youth Sector

**2015 - 2017**

- Acted as a facilitator for community engagement activities.
- Helped in planning, preparing and executing multiple activities

## Certificates

- |   |               |
|---|---------------|
| • Project Leadership and Communication – AUB                          | December 2023 |
| • Fundamentals of Project Management – AUB                            | October 2023  |
| • Key Account Management – LinkedIn Learning                          | January 2022  |
| • Google Project Management Professional certificate – Coursera       | June 2021     |
| • Become a Public Relations Specialist (11 Hours) – LinkedIn Learning | February 2021 |

## Skills

Strategic Perspective, Communication, Project Management, Internal External Relations, Scheduling.

**Computer Skills:** MailChimp, Brevo, Hootsuite, Slack, Asana, ClickUp, ZOOM, Skype, Microsoft Office (Word, PowerPoint, Excel), G-Suite Tools

**Languages:** Arabic: Native Language / English: IELTS C1 – TOEIC: 950 / French A1