



Hasan Marwan Muhanna



7/1/1999



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Academic Education

BA in Business administration in English -Islamic university of Gaza - 06/2016 – 05/2020

GPA: 86.32%

Work Experience

Digital marketing manager – Portals for business development and marketing

07/2021 – Present

Roles:

- Following the marketing team.
- Helping to manage customer relations by reconciling customer requirements with marketing team tasks.
- Management and follow-up of customer marketing activities.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

Social media marketing specialist – Portals for business development and marketing

05/2020 – 07/2021

Roles:

- Developing and implementing new social media strategies and plans to attract potential clients and increase brand awareness.
- Producing original social media, website content and assisting in the management of promotional budgets.
- Working closely with marketing managers, and produced detailed reports.
- Assists in evaluating and monitoring of marketing activities.
- Manage SM channels for clients.
- Assists in CRM.

Courses/Certifications

- The international computer driving licence "ICDL"
- Excel for management and finance course.
- Active participation in organizing scientific and commercial events during my studies at the Islamic University
- Cadres for the future programme/ which sponsored by Al-Rahma International Society.
- Innovation competition camp/ Coordinated by Business and technology incubator "BTI".
- Erasmus virtual exchange certificate
Which held by Soliya's and aims to develop key knowledge, relationships and 21st century skills through online meetings with students from different countries.
- Workplace success training and virtual jobs – Palestinian education institution for employment "EFE"

Spoken

Written

Arabic

Excellent

Excellent

English language

Good

Very Good

Skills

- Dealing with Microsoft office programs.
- Dealing with managerial programs e.g.: slack, Trello ...etc."
- Time management.
- Communication skills.
- Analytical skills.
- Problem solving skills.
- Work with group.
- Work under pressure.