

Ihab Hashem

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Profile

Problem solver, always thinking of new ideas and developing them into practical application. My MBA degree from University of Aberdeen and my versatile experience and knowledge, equipped me to excel in non-routine task that require social intelligence and complex critical thinking.

Work Experience

► Agricultural Development Association - PARC

PR and Digital Marketing Section Head, Jan. 2023 – current.

- Setting strategies for fundraising and PR, particularly for PR and digital marketing, to guide PARC's annual and quarterly plans and KPIs.
- Pioneering the learning protocols and mechanism to facilitate internal knowledge sharing
- Leading PARC's re-branding efforts through brand image and website redesign.
- Representing PARC at start network's strategic committee (a global network of international and national NGOs)
- Digitizing PARC's accumulative knowledge and experience.
- Visualizing and storytelling PARC's history, programs and success stories.
- Heading outreach efforts to build partnership and collaboration with national and international NGOs, private sector, and education entities.
- Working collaboratively with a team to design and write innovative and impactful projects, utilizing various development and humanitarian approaches. As part of a team raised more than 8 million USD in 2022.
- Creating and designing content to reach various stakeholders through LinkedIn posts, monthly newsletter and various publications.
- Analyzing and mobilizing data from outreach efforts to feed into new campaigning and outreach efforts
- Preparing and designing quarterly and annual unit reports.

Fundraising and Public Relations Officer, Aug. 2021 – Jan. 2023

- Utilized relationship building and communication skills to establish and maintain strategic partnership with key stakeholders, through continuous and transparent communication, and high-quality reporting.
- Developed various proposals and concept notes through collaborating with the technical team, HR and financial department.
- Planned and executed research and marketing analysis to produce local and international context analysis.
- Mapped and contacted stakeholders from the private sector, educational bodies and universities, and local governmental bodies for collaboration possibilities.
- Facilitated internal and external events for the unit and the organization, including workshops, project announcement events, donors' visits, etc.
- Utilized various websites and software to design content.

► Freelancer

Digital Marketing, Jul 2021 – Current

- Digital Marketing Strategic consulting for SMEs to improve websites' ranks on search engines "SEOs".
- Diagnosing and identifying issues that affect ranking on search engines, and fixing them.
- Collaboratively working with SMEs to set monthly goals and monitoring campaign progress and KPIs.
- Idea initiation and content creation to best present the story behind the brand.
- Managing social media pages, including sponsoring and content creating.
- Creating the site map and outline for website designs, and guiding website design team. (CMS: WordPress, Wix and Spacesquare).
- Experience in Google and social media Ads.

► Brothers Contracting Company

Project Engineer, Jan 2019 – Jan 2020

- Utilized Project Management skills to ensure the construction of Beit Dajan School.
- Closely collaborated with the Ministry of Education and Higher education “MEHE” to ensure the proper implementation of the project.
- Designed and oversaw the internship program for engineering students to ensure the practical training correspondents with the real needs in the labor market.
- Used Primavera and MS project to set milestones and plan the implementation of the project. In addition to continuously monitoring the work and progress, and accordingly update processes.

► Holy Lands Surveying and Engineering Office

Site Engineer & Surveyor, Oct 2017 – Nov 2018

- Liaison between different stakeholders; the municipality, engineering associate, LWSC.
- Utilized negotiation and communication skills to ensure implementation of the projects.
- Was responsible for two projects with the municipality of Nablus for land surveying.

Education History

Master of Business Administration (MBA) | University of Aberdeen, UK, 2020 – 2021

Courses: Business Economics, Business Strategy, Digital Marketing, Leadership Challenge, Managing Change, Managing People at Work, Operations and Project Management, Strategic Financial Analysis (distinction), Strategic Marketing (distinction), Training and Consultancy, Venture Creation, and Accounting and Finance for Managers.

Bachelor of Science in Civil Engineering | An-Najah National University, Palestine, 2012-2017

Skills

- Stargazing and planning
- Marketing and business strategy
- Storytelling and content creation
- Data analysis and data visualization
- Team work, communication skills

Languages

Arabic	Mother Tongue
English	Fluent

Trainings & Certificates

Innovative Advocacy for Social Change, 7amleh – The Arab Center for the Advancement of Social Media, Mar 2023
Digital security and digital media strategy for advocacy campaigns for NGOs.

Advanced Google analytics certificate, Google, April 2022

Data Collection and Processing, Setting Up Data Collection and Configuration, Advanced Analysis Tools and Techniques, and advanced Marketing Tools.

Digital transformation, LinkedIn Learning, March 2022

The digital opportunity, critical factors to consider, and create your digital transformation plan.

Professional Digital Marketing program, Center for Continuing Education – Birzeit University, May 2021 – Aug 2021

Intensified courses of Digital Marketing Strategy, Branding, Content Writing, Video Marketing, Social Media Marketing, Visual Digital Marketing, Web Design and Development and Customer Relationship Management.

Training at Oyoum Media (Digital marketing company) on social media management and marketing, May 2021-August, 2021

Assisted with social media plans/schedules and running campaigns, tracked analytics and created reports, in addition to designing social media engagement campaigns.

CMI Accredited Level 7 – Strategic Management and Leadership, University of Aberdeen. 2020 – 2021

These qualifications are designed for individuals wishing to develop strategic management and leadership practice who will have the knowledge, skills and behaviours to drive business activities in a senior, regional or CEO management and leadership role.