

MOHAMAD HAKIM

Communications Specialist | Certified Digital Marketer

Mobile: +961-78878364 | [Portfolio](#) | Mohamad.hakiim@gmail.com | [LinkedIn](#)

Professional Summary

Accomplished Communications Officer with 10+ years of progressive experience building and implementing high impact communication strategies. I craft compelling digital experience by leveraging a unique blend of creative storytelling, data analysis, and leadership to drive impactful campaigns that resonate with diverse audiences.

Area of Expertise

PROFESSIONAL SKILLS	Customer-centric Marketing Mix Strategic Communications SEO Content Marketing Social Media Marketing KPI Analytics Email Marketing Marketing Research Financial Planning
TECHNICAL SKILLS	Adobe CC (Photoshop, Illustrator) Canva Miro Zoom HubSpot Asana Jira SEOMoz Ahrefs ChatGPT Claude AI Mailchimp Google Analytics 4 Microsoft 365: Teams, Word, Excel, PowerPoint, Outlook

Professional Experience

Communications Officer, Konrad-Adenauer-Stiftung | Beirut, Lebanon Jan 2022 – Present

- **Develop and implement digital media strategy:** Successfully managed and grew social media presence for KAS, resulting in a 45% increase in engagement.
- **Manage social media presence:** Design, build and maintain KAS's presence on platforms including Facebook, X, LinkedIn, and Instagram, ensuring consistent and impactful communication.
- **Content creation:** Led content creation for KAS events, which saw record attendance and positive feedback. I also managed the creation of multilingual communication materials (reports, press releases, articles) ensuring clear and consistent messaging in both English and Arabic to effectively convey KAS's message.
- **Streamlined the content creation process** at KAS by 25% through effective collaboration with translators, designers and internal teams. Supervised the production of print materials, including comprehensive quality control through proofreading and editing.
- **Field visits:** Conduct visits to project sites during implementation phases to cover events, monitor visibility, and ensure adherence to project communication policies by implementing partners.
- **Project coordination:** Coordinate with project managers at KAS Lebanon office to curate/create content that aligns with the organization's goals and objectives. Follow up to make sure all projects are well communicated to the audience through various channels.
- **Leverage cross-team collaboration** with partners to develop visually appealing content.

Digital Media Coordinator, Asharq Al-awsat Newspaper | Beirut, Lebanon Sep 2017 - Dec 2021

- **Social Media Management:** Led comprehensive social media operations for Asharq Al-Awsat, orchestrating content strategy and daily publications across multiple platforms, resulting in consistent audience growth and enhanced digital presence.

- **Content Creation & Curation:** Developed and published diverse multimedia content including original text, photos, videos, and news articles, ensuring engaging and timely communication with the audience across Twitter and other social platforms.
- **Trend Analysis & Market Intelligence:** Conducted in-depth research and analysis of social media trends using Google Trends and Twitter Trends, providing actionable insights for content strategy and maintaining competitive advantage.
- **Platform Optimization:** Implemented platform-specific content strategies based on emerging trends and best practices, utilizing innovative design tools and applications to enhance content quality and effectiveness.
- **Digital Innovation:** Maintained expertise in evolving social media landscapes, consistently incorporating new trends and technologies to improve content engagement and platform performance.

Digital Media Officer, Union of Relief and Development Associations

Apr 2015 - Aug 2017

- **Website Content Management:** Spearheaded comprehensive content strategy for URDA's website, ensuring continuous optimization and timely updates while maintaining a humanitarian-focused digital presence.
- **Content Strategy & SEO:** Orchestrated content prioritization and optimization initiatives, implementing SEO best practices to enhance visibility and engagement while maintaining alignment with humanitarian objectives.
- **Cross-Platform Content Development:** Led collaborative copywriting efforts across multiple channels, ensuring seamless content adaptation and consistent messaging between website and social media platforms.
- **Visual Communication Design:** Conceptualized and created impactful offline communication materials including posters, banners, and roll-ups, strengthening URDA's outreach and awareness campaigns.
- **Digital Presence Management:** Directed URDA's social media strategy and execution, maintaining cohesive brand voice and messaging across all digital touchpoints while building meaningful engagement with stakeholders.

Education



The London School of Economics and Political Science
Digital Marketing Strategy & Analytics

Feb 2024 – Oct 2024
 Certificate of Competence



Lebanese University
Political and Administrative Sciences

Oct 1997 – Jun 2001
 Bachelor's degree (BA)