



# HEND ALHADAD

## Marketing Specialist

### CONTACT

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### SKILLS

MS Applications



HTML\ CSS



Photoshop



InDesign



Illustrator



Creativity



Teamwork



Communication



Hardwork



### LANGUAGES

**Arabic**  
Mother Tongue

**English**  
Fluent - (IELTS 7)

**German**  
Basic- (A2)

### INTERESTS



### EXPERIENCE

#### Marketing Research Specialist Gate10 for marketing

Feb 2020 - Feb 2021

- Prepared reports of findings, illustrating data graphically and translating complex findings into written text.
- Collected and analyzed different types of data to identify potential markets for clients.
- Prepared full marketing plans for over 20 clients.
- Created professional business correspondence, spreadsheets and presentations.

#### Marketing Assistant Heartwork marketing

Nov 2017 - Jan 2020

- Worked on campaign design, management, and analysis.
- Managed social media accounts of the company, and developed monthly social media calendars
- Supported in many product development projects, Marketing plans and strategies,
- Handled customer service and communications,
- Copywriting English and Arabic, Project management support.
- Reviewed and proofread creatives to verify brand compliance across all communication channels

#### Media and Public Relations Trainee Oman Airports Management Company

Nov 2018 - Feb 2019

- Managed social media accounts, created social media plans and monthly calendars.
- Lead social media content creation.
- Assisted with the setup, facilitation and completion of marketing events
- Updating and maintaining Web content.

#### Marketing Assistant Oman Tourism College

Oct 2017 - Jan 2018

- Creating detailed and visually appealing graphs and present them to business decision-makers
- Gathering data on campaign success, often through collecting audience feedback
- Overseeing the design and graphics of marketing materials
- Conducting market research to better understand the marketing needs of the organization and its target audience

#### Marketing Officer MJ Store (SME)

Nov 2017 - Oct 2019

- Managing and developing marketing campaigns.
- Researching and analyzing data to identify and define audiences.
- Connected with influencers to increase reach of company posts.
- Evaluating the effectiveness of campaigns.
- Prepare content for the publication of marketing material and oversee distribution
- Collaborate with managers in preparing budgets and monitoring expenses

#### Graphic Designer Gate10 for marketing

Feb 2016 - June 2017

- Conceptualized visuals based on requirements.
- Created images and layouts by hand or using design software.
- Tested graphics across various media.
- Hosted client meetings to analyze their needs.

### EDUCATION

#### MASTER OF SCIENCE IN MARKETING

Jan 2020- On going

Florida International University - Miami, Florida

#### BSC (HONS) TOURISM MARKETING

Sep 2015- Jan 2020

Oman Tourism College - Muscat, Oman