

# HANIN AL-QUTOB

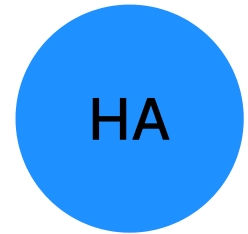
## Digital Marketing Specialist & Trainer

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📍 East Jerusalem, Jerusalem, 00972, Israel



## SUMMARY

Accomplished Digital Marketing Specialist, facilitator, storyteller & marketing data analysis expert for digital tools. With more than 3 years experience in the Gaming Industry, Competitors campaigns Analysis & Social Media marketing. Including Copywriting, content creation & marketing innovation.

## EXPERIENCE

### DIGITAL MARKETING SPECIALIST

#### StoryMe

📅 12/2022 - 08/2023 📍 Ramallah

1. Creating connections with more than 30+ organizations & companies converting them into clients.

2. Script Writing for digital interactive stories.

### MARKETING ASSOCIATE

#### Sciplay Company

📅 03/2020 - 03/2022 📍 Telaviv

- Marketing Intelligence & Competitive Analysis - Marketing Innovation Team
- Content Marketing, Audience Analysis & Persona Development
- Competitive Communication Analysis through Data Analytics and Tools like Sensor Tower and App Annie

### SOCIAL MEDIA MARKETING TRAINING

#### AI Ofoq Organisation

📅 07/2023 - 08/2023 📍 Ramallah

Facilitated a Social Media Marketing training for Media Students

### YAP CONSULTANT

#### UNFPA

📅 12/2022 - 01/2023 📍 Remote

1. Consultancy work for the YAP "youth advisory panel" international group.

2. Creating action plans, Social media & Marketing plans, delivering trainings & directing the team including final recommendations.

### CONSULTANT & TRAINER

#### GIZ

📅 06/2022 - 07/2023

- Consultant & Trainer for the (LGRP 2) Local governance Reform program.
- Coordinated with municipalities to implement cultural days at 2 renovated locations.

## STRENGTHS

✓ **Marketing Intelligence**

★ **Governance**

✍ **Content Marketing**

⚡ **Competitive Analysis**

⚡ **Target Audience**

♥ **Social Media Marketing**

## LANGUAGES

**Arabic**

Native



**English**

Proficient



**German**

Proficient



## SKILLS

content creation

content marketing

Copywriting

script writing

social media marketing

## EXPERIENCE

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### PROGRAM TECHNICAL TRAINER

#### Pal - Vision

📅 06/2016 - 04/2023 📍 Ramallah

- 1.Youth trainer & cultural facilitator for cultural and educational programs since 2016.
- 2.Topics of training: gender equality, Digital Marketing, leadership, self development, SDGs & community

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### YOUTH PROGRAMS FACILITATOR

#### StationJ

📅 01/2023 - 02/2023 📍 Jerusalem

Facilitator in several programs for youth & cultural exchanges such as "the Belgium Jerusalemite exchange program"

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### SOCIAL MEDIA MARKETING FREELANCE TRAINING

#### Masarat organisation

📅 08/2023 - 08/2023 📍 Ramallah

Delivering an interactive social media marketing training for Media & communications students.

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### COORDINATOR AND FACILITATOR

#### Y-PEER Jerusalem

📅 01/2020 - 12/2021 📍 Jerusalem

- 1.Y-PEER network coordinator & facilitator for a more than 60 members.
- 2.Created partnerships for the team.
- 3.Facilitated uncountable trainings for the team.

## EDUCATION

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### BACHELOR OF Biotechnology

#### An-Najah National University

📅 01/2017 - Present 📍 Nablus

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### Minor of American Studies

#### An-Najah National University

📅 2014 - 2018 📍 Nablus

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### Tawjihi scientific stream

#### Schmidt's School

📅 01/2013 - Present 📍 Jerusalem