

Hala Hassouna

<https://www.linkedin.com/in/hala-hassouna> | +971 566 533 301 | hlahassouna@gmail.com | Dubai, UAE

EDUCATION

BSc Design Management

American University of Sharjah

AUG 2022 – MAY 2026

EXPERIENCE

Digital Media Intern, MBC Arabia, Dubai

JUL 2025

- Managed asset validation workflows and on-time campaign rollout across Shahid, MBC 4, Instagram, and TikTok, serving as the central coordination point between creative and publishing teams.
- Supported the development and execution of digital promotional campaigns aligning creative content with platform-specific requirements and audience behaviour.
- Tracked content performance and engagement metrics across platforms, translating data into actionable recommendations to inform and optimise future campaign strategies.

Brand & Marketing Intern, Cloudss.ae, Dubai

APR 2025

- Managed end-to-end influencer partnerships for a boutique brand launch, from sourcing creators, to briefing, content review, and post-campaign performance tracking across Instagram and TikTok.
- Conducted in-depth brand and competitor research to inform strategic positioning, visual identity development, and market differentiation for a boutique chocolate startup.
- Developed a strong foundation in luxury brand marketing by supporting campaign planning, audience targeting, and content alignment for a premium product launch in a competitive market.

PROJECTS

Systems & Strategic Design Thinking – Design Management Capstone

APR 2026

Strategist | Team of 4 | American University of Sharjah

- Led the strategic research and analysis workstream for MINGO, a designed public-space intervention system; conducting primary interviews with 3 medical professionals and 5 participants, synthesizing findings into insights, empathy maps, and user personas.
- Developed the go-to-market and implementation strategy across a 3-phase rollout plan, including competitive landscape analysis, SWOT, stakeholder feedback integration, and a structured testing protocol for 10+ product features.
- Presented the full system concept and brand strategy to an academic and professional panel, incorporating live feedback to refine value proposition and communication clarity.

Marketing Google Gemini – Digital Marketing Campaign

APR 2025

- Led campaign planning and execution for a Google Gemini media brief, developing strategy across paid social, SEM, and online video and presented the full execution plan directly to Google's leadership team.
- Coordinated campaign timelines, creative assets, and messaging consistency in line with brand guidelines, simulating agency–client workflows.
- Awarded Runner-Up in Google's Futures Program.

SKILLS

Digital & Marketing: Paid Social, SEM, Online Video, Content Creation, Campaign Coordination, Performance Reporting, Agency Communication, Social Media Management

Design Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Figma

Productivity: Microsoft PowerPoint, Microsoft Word, Microsoft Excel

Languages: English, Arabic

AWARDS & ACHIEVEMENTS

- Dean's List Award — Spring 2025, Fall 2025 (3.6 GPA)
- Chancellor's List Award — Spring 2026 (3.8 GPA)
- Runner-Up, Google Futures Program
- NxL (Nestlé × L'Oréal) Youth Empowerment Program Certificate
- CITL Best Practices in Learning — Volunteering Certificate
- V-TALK Volunteering Certificate