

Dena Hassan

+1(954) 205-9256 - dena.hassan09@gmail.com

EDUCATION

International TEFL Academy, *Chicago, IL*

TEFL/TESOL Certified

150 Hours of Coursework, 30 Hours Teaching English to Young Learners and Business Professionals, and 20+ Hours of Practicum

Kennesaw State University, *Kennesaw, GA*

Bachelor of Science, Communication with concentration in Media Studies

Graduated with Honors and on President's/Dean's List

Georgia Perimeter College, *Alpharetta, GA*

Associates in the Arts, Communication

Graduated with Honors and on Dean's List

EMPLOYMENT

CAIR-FL, Donor Care Specialist, *Remote*

March 2023 – July 2023

- Handled all donor related matters
- Was a direct point of contact to donors and handled donor outreach (emails, calls, texts, Harness)
- Managed the CRM (including inputting all donations, updating donor information)
- Worked with the development team with designing campaigns, planning campaigns, creating/assisting with email campaigns (Mailchimp), direct mailers, and event planning
- Handled all donation platforms

Digital Marketing and Social Media Consultant, *Freelance*

March 2022 – August 2022

- Created marketing and social media plans for different clients. Each strategy was made special depending on the client. Provided all resources and access to consultant as much as needed.
- Clients include:
 - Meriem Lebdiri
 - Dr. Abir Haddad & ILT
 - Sphinx
 - Selma Lebdiri

Modanisa, Projects Manager, *Turkey*

July 2020 – February 2022

- Apart of the Marketing team and assisted with different marketing strategies
- Launched the community from scratch in June 2021 and finished when the community had almost 10K followers on Instagram and over 230 members on Facebook
- Coordinated with other departments and directed them to what the community needs and resolved any issues that may turn up including trying different strategies to better succeed
- Managed all content/content plans and managed events by coordinating with guests and all members/followers in the community
- Managed interns and all their tasks and responsibilities
- Handled all communication needs of project, which included networking and being the sole communicator with all influencers
- Created different marketing strategies to successfully grow engagement in community
- Handled collecting insights
- Handled the budget given each month

Freelance ESL Tutor/Teacher, *Georgia, USA/Turkey*

May 2018 – May 2020

- Tutored different students from every age range and every level
- Assisted students with their needs and helped them progress in English

Photographer/Graphic Designer, *Freelance*

May 2017 – March 2020

- Created flyers, brochures, business cards, etc.
- Portrait, event, and travel photography

- AILSG, Digital Marketing and PR Specialist, *Georgia, USA* August 2017 – December 2017
- Created flyers, brochures, information sheets, annual reports, newsletters, etc.
 - Wrote articles about students in academy as well as what the academy has to offer
 - Met with students one on one to create digital portfolios/resumes for them
 - Created and completed projects that I had come up with or was assigned to do
 - Updated and ran all social media platforms
- UAC CHSS, Academic Peer Advisor, *Georgia, USA* August 2016 – August 2017
- Advised other students with their academic plans and other concerns they may have had
 - Solved any problems that may have arisen, helped the student feel less stressed and understand their major better, and referred students to other helpful campus resources

VOLUNTEER EXPERIENCE

- Communications and Fundraising Specialist, Wothouq e.V., *Turkey* May 2019 – August 2020
- A part of the startup team to start this project
 - Created flyers, brochures, social media, and content for project
 - Created fundraising campaigns, proposals, and applied for grants
 - Created, updated, and ran website/social media
 - Handled all recruitment of both volunteers and staff members in the center
- Board Member, IMC (Istanbul Muslim Collective), *Turkey* August 2019 – June 2020
- Created fundraising campaigns, proposals, and carried them out
 - Assisted with marketing strategies and how to conduct them
 - Coordinated the social media team, delegated different tasks, and kept the social media active and engaging
- Digital Marketing and Fundraising Specialist, A.S.S.I.Ss.T., *Greece* April 2019 – May 2019
- Created flyers for the organization
 - Assisted with marketing
 - Created fundraising campaigns, proposals, and assisted with grant writing
 - Assisted with maintaining website and social media platforms
- Interpreter, Action for Women, *Greece* April 2019
- Arabic interpreter
 - Interpreted for doctors, lawyers, and for the women's center
- Teacher/Communications Consultant, Action for Education, *Greece* November 2018 – December 2018
- Taught classes to refugees from different countries and different levels
 - Assisted in the youth center by going to and from camp, assisted other volunteers, and adhered to the participants needs
 - Assisted with the Action for Education social media platforms, marketing strategies, as well as different graphic design needs.
- ESL Assistant, Roswell Baptist Church June 2018- July 2018
- Assisted the ESL teachers with everyday tasks, activities, and assignments
 - Assisted students with difficulties they may be having
 - Conducted conversational classes and taught students
- Event Aide, Roswell Community Masjid May 2011 – August 2014
- Assisted running events, front desks, babysitting services, gathered assistants and trained assistants, and fixed any problems that may have arisen
- Volunteer, Hearthstone June 2012 – July 2013
- Assisted in this home for Senior Citizens with Alzheimer's
 - Entertained, fed, and watched over the residents
- Volunteer, Northside Hospital June 2012 - July 2012
- Assisted with patients in the ICU and served to their needs
 - Also worked in the gift shop and in other departments in the hospital

CERTIFICATES

TEFL Certification

Leadership Studies Certificate

SKILLS

- Public Speaking
- Community Building
- Social Media Management
- Market Research
- Content Creation
- Networking
- Mailchimp
- Influencer Outreach
- Canva Experience (Moderate)
- Word, Excel, PowerPoint (Proficient)
- Verbal Skills in Egyptian Arabic (Proficient)
- Adobe Acrobat (Moderate)
- Adobe InDesign (Moderate)
- Adobe Lightroom (Moderate)
- Salsa CRM