

Address

Bauchrieh, Lebanon

Contact

T: +961 76 603 203 E: hibakallas@gmail.com

Professional Summary

- Senior Graphic Designer with 14 years of experience in graphic design and multimedia, I bring a deep understanding of visual storytelling and brand communication.
- Digital Marketer with 5 years of experience, skilled in SEO, SEM, social media, and content creation. I create and execute data-driven strategies that enhance online visibility and drive business growth.
- Created and led social campaigns on all media platforms, driving engagement and amplifying brand awareness through strategic content and targeted tactics.

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Personal

Creativity

Teamwork

Communication

Technical

Branding

Grid & Layout

Good Sense of Typography

Color Theory Knowledge

Image Editing

Video Editing

Animation

SEO (keyword and keyphrases listing, Meta tags, Alt Tags, SEM, PPC)

Education

2026

Paris Graduate School

2024: Sept - April

2025

Lebanese American University (LAU)

Intoact International

2022

Lebanese American University (LAU)

Beirut

2020

IIB Council

2009

Lebanese University ITI. Dekwaneh

Post Graduate Diploma in Digital Marketing

Level 2 - Advanced Digital Marketing Diploma

Certificate of completion in Google Adwords and

Google Analytics

Advanced Digital Marketing

Certified Digital Marketer

Bachelor Degree in Graphic Design

Work Experience

2023 - Present

Freelance Graphic and Multimedia Designer || Digital Marketer

As a Graphic Designer and Digital Marketer, I combine creativity with strategy to create compelling visuals, impactful campaigns, and engaging social media posts. I design infographics, reports, brochures, leaflets, and posters. Additionally, I produce and edit professional video and 2D animation content and develop visually appealing and informative presentations.

My focus is on enhancing brand identity and driving online engagement, helping businesses stand out in a competitive digital landscape.

Projects: The Inner Space (2019-2024), Innocent Minds (2023-2024), PYCKD (2023-2024), Cigar Hub (2021-2024), Loyalty to your Soul (2023-2024), Renee Rizkallah SLP(2018-2024)

2018 - Present

Bouchra Consultancy

Lebanon, UAE

Freelance Graphic Designer

At Bouchra Consultancy, I specialized in creating visuals aligned with the branding identities of luxury clients like Bassil Soda (2024), Neutrogena (2024), Kiko Milano (2023, and 2024), YSL (2018 - 2023), Lancôme (2023), NYX Lebanon and Jordan (2018 - 2022) and Moët & Chandon (2018-2023)

My role included developing project simulations and producing short animations that captured the elegance of these brands.

2015 - 2023 **IDFATF** Media

Factory

Lebanon

Creative Partner -**Head of Graphic Design and Digital Communications**

As a Creative Partner at IDEATE Media Factory since 2014, I have played a pivotal role in handling design, multimedia, and digital communications for a diverse portfolio of clients.

My work spans across more than 15 businesses, ranging from renowned brands like Fadel Patisserie and Leila Restaurants to therapy centers such as The Inner Space 2019-2024), Loyalty to Your Soul workshop (2023 - 2024, Dr. Mayss (2022-2023), Rania Nassar Therapist, and Renée Rizkallah Speech Therapist (2018-2024) I have also contributed to educational institutions like Innocent Minds Nursery and AUB Maps Designs, as well as retail and automotive businesses including Cigar Hub, Padova, Boutique Wendy, PYCKD, and Scooter Center.

My duties include leading creative projects from concept to completion, ensuring brand consistency, developing visual and digital content, and crafting communication strategies that effectively engage target audiences. I collaborate closely with clients to understand their unique needs and translate them into compelling designs and multimedia solutions, driving successful outcomes across various industries.

2023 **AGRIDEV**

Lebanon

Freelance Graphic Designer - June till December 2023

At Agridev, I specialized in designing professional report and booklet layouts, ensuring visually engaging and brandconsistent materials that effectively communicated complex information.

2021

Freelance Graphic Designer

Graphic Designer | Social Media Manager

Acorn Strategy

UAE

Create eye-catching social media posts tailored to a diverse range of clients. My work focuses on designing visually appealing content that boosts engagement and aligns with each client's brand identity, helping them connect effectively with their target audience.

2012 - 2015

ACID

Beirut

As a Graphic Designer and Social Media Manager, I designed all company forms, portfolios, and corporate materials, ensuring cohesive branding. I also created and managed social media content, driving online engagement and maintaining the company's digital presence across platforms.

2010 - 2012

Foncia Cunsult

Beirut

Graphic Designer

2008 - 2010

LAU Beirut

Workshop Coordinator

2008 PIKASSO - AGEV Reirut

Graphic Designer

Photo Contributor

SHUTTERSTOCK

GETTY IMAGES

ADOBESTOCK

Performance Marketing

SEO Keyword Research Meta Tags Google Adwords



Languages

Arabic

Native

English

Intermediate

French

Intermediate

Deutsh

Beginner

Design Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Adobe After Effects
AutoCad 2D

Word

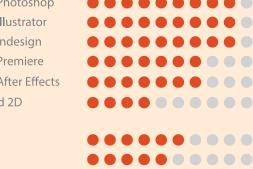
Excel

Powerpoint

Outlook

Browsing

Downloading





Interests

Keen interest in social media

Photography

Outdoor Activities

References

Nour Fayad

The Inner Space || CEO T: 961 - 3 150 033

George Daccache

PYCK || CEO T: 961 - 03 512 393

Shaker Azzi

Coordinator & Instructor LAU - Byblos T:961 - 3 073 757



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