

**Address**

Bauchrieh, Lebanon

**Contact**

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## 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.

## Skills

**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

**Post Graduate Diploma in Digital Marketing**

**2024: Sept - April 2025**

Lebanese American University (LAU)

**Level 2 - Advanced Digital Marketing Diploma**

**2023**

Intoact International

**Certificate of completion in Google Adwords and Google Analytics**

**2022**

Lebanese American University (LAU) || Beirut

**Advanced Digital Marketing**

**2020**

IIB Council

**Certified Digital Marketer**

**2009**

Lebanese University ITI, Dekwaneh

**Bachelor Degree in Graphic Design**

# Work Experience

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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

## Freelance Graphic Designer

Bouchra

Consultancy

Lebanon, UAE

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

IDEATE 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 brand-consistent materials that effectively communicated complex information.

2021

Acorn Strategy

UAE

## Freelance Graphic Designer

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

## Graphic Designer || Social Media Manager

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

Foncja Cunsult

Beirut

## Graphic Designer

2008 - 2010

LAU

Beirut

## Workshop Coordinator

2008

PIKASSO - AGEV

Beirut

## Graphic Designer

# Photo Contributor

[SHUTTERSTOCK](#)

[GETTY IMAGES](#)

[ADOBESTOCK](#)

## Performance Marketing

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## Languages

### Arabic

Native

### English

Intermediate

### French

Intermediate

### Deutsh

Beginner

## Design Skills

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## Interests

Keen interest in social media

Photography

Outdoor Activities

## References

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### 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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