

Hassan El Faissal

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Professional Summary

Sales & Marketing professional with global experience in fashion retail, e-commerce, and B2B trade. Proven record of accomplishment in digital campaigns, international partnerships, and market analysis, driving brand growth and revenue across diverse markets in Saudi Arabia, Europe, and the Middle East.

Core Competencies

- Digital Marketing Strategy & Execution
- E-commerce & Omni channel Management
- Social Media Campaign Management
- Fashion Industry Market Analysis
- B2B Wholesale & International Trade Relations
- CRM & Sales Pipeline Optimization

Professional Experience

Italian Fashion Store, Lebanon

Sales & Marketing Manager | Jan 2022 – Dec 2024

- Managed ecommerce and social media campaigns to promote textiles, unisex fashion clothing, and tailor-made suits, increasing online engagement and customer acquisition
- Developed comprehensive marketing strategies to boost brand visibility and drive sales growth in the highly competitive Italian and international fashion industry
- Collaborated closely with design and production teams to ensure product quality, meet brand standards, and deliver exceptional customer satisfaction
- Analyzed fashion market trends, customer preferences, and competitor actions to refine sales approaches and identify new opportunities for growth and differentiation
- Oversaw the execution of digital and in-store promotional activities, ensuring cohesive brand messaging and alignment with seasonal product launches and sales goals

Gutenberg Printing Machines, Netherlands

Social Media Marketing Manager | Jan 2021 – Dec 2021

- Executed Meta, Google, TikTok, and email campaigns via Mailchimp and CRM, targeting local consumers, European retailers, and B2B resellers to drive conversions
- Managed quarterly sales targets and 15+ wholesale partnerships in the UK and Germany, exceeding Q4 targets by 18%, generating €1.2M in revenue
- Coordinated supply chain marketing for manufacturers, while handling B2B wholesale to Europe and Asia, and direct consumer sales via digital storefronts and strategic placements
- Designed and launched high-impact campaigns tailored to each platform, aligning content with audience segments to maximize engagement, sales, and long-term brand loyalty

Al Maher Trading Est, Lebanon

Sales & Marketing Manager | Oct 2019 – June 2021

- Met with prospects and customers to drive sales and achieve targets consistently
- Traveled internationally with GM to meet textile merchants and secure partnerships
- Handled office operations, supply requisitions, and clerical management to ensure efficiency
- Inspected fabric goods, managed inventory, and updated Visual Dolphin Accounting system records

Mississippi Gulf Community College, USA

Library Technical Assistant | Jan 2010 – Jan 2013

- Reorganized and optimized library retrieval systems, enhancing efficiency and resource accessibility for patrons
- Catalogued, coded books and equipment while assisting patrons in effective resource utilization

Internship

HSBC, Lebanon - Intern | 2013

- Completed HSBC Retail Banking training, focusing on Lending Services and HUB system usage
- Managed customer profile reporting and document archiving for organized, future-ready reference systems

Education

Amideast Education Abroad

- Certificate in Advanced Digital Marketing 2021

Mississippi Gulf Coast Community College

- Associate of Arts in Business Administration & Management | 2019

Technical Skills

- Microsoft Office
- Upholstery
- Fabric Selection

Languages

- Arabic, Native
- English, Full Proficiency