

# LIELA HAFEZ

## CONTACT

+1(929)356-5907

Liela.hhafez@gmail.com

[Portfolio](#)

## EDUCATION

### CUNY QUEENS COLLEGE

BFA -Design & Visual Communication  
2016-2021

### COOP

Digital Marketing Apprenticeship  
2022-2023

- Dedicated 200+ hours to expand digital marketing skills like SEO, SEM, and media planning.
- Collaborated on digital strategies with industry professionals for client projects.

### 4A'S

Multicultural Advertising Intern Program  
2021-2022

- Participated in a 12-week virtual advertising training series covering target audience understanding and creative strategy.
- Joined MAIP Labs with agencies nationwide to hone collaboration and team management skills.

## CERTIFICATION

### GOOGLE UX UI COURSE

Coursera  
March 2024

### GOOGLE ADS CREATIVE

Google  
May 2023

## WORK EXPERIENCE

### AD OPERATIONS ASSOCIATE

Group M (2022-Present)

- Facilitated seamless communication among media, creative agencies, and publisher sites to ensure efficient tracking, scheduling, and campaign delivery.
- Expertly crafted HTML tags for site partners using advanced ad-serving systems like GCM and Sizmek, demonstrating technical proficiency.
- Collaborated closely with the IBM team to streamline ad trafficking and developed event and tracking tags for optimizing ad performance, showcasing cross-functional collaboration.
- Conducted weekly quality assurance checks within GCM, ensuring error-free campaigns and maintaining a 100% success rate, highlighting meticulous attention to detail and dedication to user satisfaction.

### ART DIRECTION INTERN

FIG Agency (2021-2022)

- Conceptualized and structured briefs for diverse clientele, including product-based and healthcare sectors, optimizing user-centric design approaches.
- Employed research methodologies and technical proficiency to curate inspirational elements and mood boards, fostering creative ideation and enhancing user experiences.
- Collaborated closely with copywriters to develop engaging social media narratives and visual mockups, integrating storytelling techniques to enhance user engagement.
- Contributed to the visual editing and composition of educational materials for Zillow, demonstrating empathy and a user-focused mindset in design solutions.
- Crafted concise presentations for Benjamin Moore, proposing intuitive design solutions to showcase paint collections, aligning with user preferences and enhancing usability.

### CREATIVE INTERN

imre (2020-2021)

- Refined and crafted visual content for imre's Instagram platform, focusing on enhancing user engagement through strategic design choices.
- Participated in daily design and strategy meetings, offering insights and contributing to strategic problem-solving discussions.
- Collaborated with a cross-functional team to develop a comprehensive deck for Blue Apron, addressing subscriber decline issues and presenting innovative solutions to the strategy and creative teams.