



MayLynn Sfeiry

Marketing and Advertising

CONTACT

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PROFESSIONAL EXPERIENCE

Account Manager

Feb 2024–Current

AGAADK Advertising Agency

- Managed client relationships, translating business objectives into data-driven marketing strategies.
- Led 360° campaign execution across media, social, PR, and creative teams, ensuring seamless delivery and brand consistency.
- Oversaw budgets, timelines, and deliverables, optimizing performance and exceeding client expectations.
- Anticipated and resolved challenges proactively, ensuring smooth execution under tight deadlines.
- Delivered compelling presentations and pitches, securing new business and strengthening long-term partnerships.

Social Media Specialist

Oct 2022–Feb 2024

Wetpaint Creative Digital Solutions

- Managed up to five social media accounts, handling content creation, scheduling, and community engagement.
- Developed data-driven strategies, including competitor analysis and performance optimization.
- Created in-depth reports using analytics tools to track KPIs and refine content strategies.
- Created engaging content to boost brand visibility and optimized social media pages for a user-friendly experience.

EDUCATION

American University of Beirut (AUB)

Class of 2022

Bachelor of Business Administration (BBA)

- Concentration: Marketing and entrepreneurship.
- Member of Beta Gamma Sigma (BGS recognizes and honors the top 10% of undergraduate students)

LANGUAGES

Fluent in English, Arabic, and French (Written & spoken)

EXTRACURRICULAR ACTIVITIES

L'Oreal Brandstorm

Joined the 2021 competition as a team and was selected between the 10 national finalists.