

Maya Alsheikh

Digital marketing, data analytics, and innovations in the creative industry

📍 Beirut, Lebanon

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SKILLS

- Social Media Management
- Time & resource management
- Event planning & coordination
- Adaptability & task orientation
- Communication & delegation
- Project management & data analytics

LANGUAGE PROFICIENCIES

- Arabic: Native
- English: Native
- French: Beginner

CERTIFICATIONS

- Google Analytics - Fundamentals of Digital Marketing
- Google - Data analytics
- University of Illinois - Marketing in a Digital World
- IESE Barcelona- Marketing Customers Needs & Wants
- Indian School of Business - Business Analytics & Digital Media

TECHNOLOGICAL PROFICIENCIES

- Microsoft Office Suite
- Computer Proficiency
- Semrush and digital marketing techniques

EXTRACURRICULAR

- AUB Outdoors Marketing & Safety team
- BEYMUN Social Events
- OSB Student Society Member
- VP of Student Council in high-school

EDUCATION

- 09/2016 - 06/2020 American University of Beirut - Lebanon
B.S. in Business Administration & Marketing | Dean's Honor's List
- 2011 - 2016 Dar Jana International School of Jeddah - KSA
High school diploma | Graduated with high distinction | Top 10% of class

PROFESSIONAL EXPERIENCE

- 05/2020 - 08/2020 ZAKA | Social Media Marketer - Beirut Remote
A startup company operating in Lebanon and expanding in the Middle East that specializes in Artificial Intelligence.
- Implement active marketing strategies that accelerate the addition and retention of clients.
 - Create local business and consumer knowledge to share and feed into the segment marketing campaigns with the larger global team.
 - Create social media campaigns on Instagram and Facebook leading to a 30% increase in followers and a 40% increase in engagement.
 - Develop and sustain a long-term, positive relationship with the clients and users by understanding the new market trends and technologies.
 - Create SEO rich headlines and prepared descriptions for online posts on different social media platforms.
- 11/2019 - 07/2020 Hiro-Health | Part Time Content Creator Assistant - Remote
Spanish startup operating in the Middle East to generate electronic medical records & a platform to connect doctors with patients.
- Gain a deep understanding of the customers' wants and needs & assist the CEO understand the available marketing and advertising tools used in the Middle East while studying the challenges & opportunities in certain cities.
 - Supervise the content writers on using appropriate terminologies for the creation of posts & awareness campaigns resulting in a 12 % increase in traffic & engagement.
 - Report findings on market trends, competitors analysis, & health statistics to upper management to build focused marketing plans and specify key actions.
 - Use google analytics to learn the type of content the audience responds to and the preferred social network to help drive more traffic and engagement.
- 12/2019 - 01/2020 BEAUTY | Digital Marketing Specialist Intern - Jeddah, KSA
A retail store specialized in cosmetics, beauty products, and tools.
- Acquire a detailed knowledge of the customers, segments, and markets.
 - Increased sales of new brands by 40% and prepared launch events by focusing on promotions and key social media figures.
 - Support the marketing manager by using SEO measuring tools and data analytics that improved product sales by 14%, which led to a 20% increase in annual revenue.
 - Researched and analyzed market trends, pricing schedules, competitor offerings, product specifications, and demographic data.
 - Collaborated with and joined other departments such as the creative team to communicate the brand culture for developing the best fitting branding ideas, advertisements, content, and promotional material.
 - Lead consumer research to support channel marketing & sales initiatives.
- 06/2017 - 08/2017 Commercial Business Forms | Marketing & Business Analyst Intern - KSA
Boutique print and digital advertisement & consultancy firm.
- Optimized and modified the country's market guidelines for particular clients.
 - Determined what type of content and approaches to use for clients from different sectors, to target audiences, and identify the best platforms for product positioning.
 - Supported sales representatives in understanding clients' needs & communicating back to marketing & creative teams by being attentive & brainstorming how to approach client's needs with specific marketing plans.
 - Built industry specific marketing research reports for new digital initiatives by increasing sales & communicating them with the management and sales team.