

# Maya Smouneh

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## EDUCATION

**American University of Beirut**, Beirut, Lebanon  
**Bachelor's in Business Administration**

Sept 2017 - Dec 2020

**Lycée Franco-Libanais Verdun**, Beirut, Lebanon  
**Baccalaureate in General Science, Mathematics Emphasis**

Sept 2002 - May 2017

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## EXPERIENCE

**Monty Mobile**, Beirut, Lebanon  
**Digital Media Executive**

March 2021 – Present

- Handling the social media channels of different product portfolios
- Managing social advertising across various advertising platforms
- Building analytical monthly reports
- Monitoring campaigns' performance
- Developing social media content calendars
- Executing internal events

**Monty Mobile**, Beirut, Lebanon  
**Product Owner**

June 2019 – March 2021

- Handled four different varieties of telecommunication products in the research and development department
- Conducted research within the telecommunication industry to further improve existing products
- Worked closely with the technical and quality assurance teams to develop and test all handled products

**Lycée Franco-Libanais Verdun's Alumni Committee**, Beirut, Lebanon  
**Database & Event Executive**

March 2018 - Present

- Managing student internal databases to further improve archive digitization
- Creating social marketing campaigns reaching and retargeting alumni students
- Handling the committee's social media channels
- Planning yearly reunion events uniting alumni students

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## EXTRACURRICULAR ACTIVITIES

**All Sports Academy**, Beirut, Lebanon  
**Monitor**

Summer 2017

During my time at All Sports Academy, I oversaw a team of ten-year-old kids in their summer camp. This experience helped me further improve my sense of responsibility and adaptability to develop my discipline towards tasks that require extensive accountability.

**Enfants du Soleil**, Beirut, Lebanon  
**Monitor**

Summer 2015 - 2016

During my first time in charge of a team of ten-year-old kids in summer camp, I was able to work on my sense of responsibility and build my confidence towards handling tasks that require huge responsibility.

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## SUMMARY SKILLS

**Languages:** Fluent in English, French, and Arabic

**Industry Knowledge:** Social Media, Online Advertising, Digital Marketing, Market Research, Pay Per Click

**Tools and Technologies:** Microsoft Office Products, Facebook Ads Manager, LinkedIn Ads

**People Skills:** Leadership, Communication, Team Building, Adaptability, Interpersonal, Organizational, Time Management, Public Speaking, Teamwork, Problem Solving, Presentation Skills, Critical Thinking, Decision Making, Strategic Thinking

**Interests and Hobbies:** Basketball, Piano, Social Media, Pop Culture, Music