

MARIA NADER

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Experience

Actel – Digital Marketing Executive **Dekwaneh, Lebanon | Jul 2022 – June 2023**

- Created, monitored, and optimized campaigns on internal digital platforms.
- Reviewed the performance of all campaigns on daily basis by building conversions report templates.
- Worked closely with internal teams such as Business Relations, IT and QC to ensure that performance objectives are being met.
- Approached affiliates and negotiated the best CPA offers of live campaigns, depending on the different MENA regions.

Executive-Women – Marketing Coordinator **Zalka, Lebanon | Jan 2022 – June 2022**

- Assisted in writing and formulating marketing strategies for existing clientele.
- Helped in acquiring new clients and targeting potential ones.
- Implemented several marketing strategies amongst different social media platforms which helped the clients grow organically over a short period of time.
- Planned, organized, and executed PR events on a weekly basis over a period of 6 months.
- Collaborated with well-known influencers and bloggers.

IPG- BPN MENA – Marketing & Advertising Trainee **UAE, Dubai (Remotely) | Oct 2021 – Dec 2021**

- Completed several online and offline competitive analyses for brands of luxury watches like Rolex, Cartier, Chanel etc. in GCC and Pan Arab markets.
- Converted the insights reflected on PowerPoint of the luxury watches to a form of an essay which helped to gain a better understanding on the various outcomes and strategies applied by each brand on the different online and offline media categories throughout the past three years.
- Conducted online surveys on several markets in the MENA region as part of the training programme.

Sarkis Group International (Philip Morris Section) – Territory Sales Executive Intern **Dbayeh, Lebanon | Jul 2021 – Aug 2021**

- Recommended tactics for retailers to promote and sell tobacco products which lead to the increase of their sales.
- Created an action plan to collect useful data from retailers about tobacco brands and their sales per day that was used in the fulfillment of a competitive analysis.
- Participated in a testing process of an upcoming project for retailers and wholesalers.

Roadster Diner Headquarters – Marketing Intern **Zalka, Lebanon | Mar 2021 – Apr 2021**

- Analyzed current trends aiming to distinguish products from the market.
- Supported the Brand Manager with tasks as assigned.
- Conducted a competitive analysis with competitors.
- Participated in the organization of a photoshoot session for upcoming and current food items.

Mövenpick Hotel – Front office Intern **Beirut, Lebanon | May 2020 – Aug 2020**

- Greeted guests and responded to guest inquiries, requests, and issues in an efficient manner to resolve guest concerns.
- Informed customers about payment methods and verified credit card data.
- Provided information about hotel, restaurant, nearby attractions, available rooms, rates, and amenities for guests.



Education

Saint-Joseph University 2018 – Present

- Master's in Marketing & Advertising
- BSc in Hospitality Management

Skills and Languages

- Public Speaking and Presentations
- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Interpersonal communication
- Problem Solving
- Fluent in English
- Fluent in Arabic
- Fluent in French

Extracurricular Activities

- Volunteering and Community Involvement:

Performed aid work on the streets and shelters and attended community events and workshops. (NGOs: Bonheur du Ciel, IRAP – Lebanon)

- Event Organizing:

Participated in the full process of planning and managing a music event in Batroun that gathered more than 50 people.