

Maya Taleb

Byblos, Lebanon

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Lebanese | Jun 1, 1999

Highly Motivated International Business Fresh Graduate with Proven Training in Marketing

Marketing Strategy
Search Engine Optimization
Market Research

Content Creation
Social Media Management
Brand Development

Languages: Arabic, English
Technologies: MS Office

EDUCATION

Bachelor of Science, International Business, Lebanese American University
2021

- GPA: 3.19/4
- Distinction List: Fall 2020 – Spring 2021

WORK EXPERIENCE

CRM Officer, Capital Estate, Lebanon
April 2022

Feb 2022 –

- Provided accurate and appropriate information in response to customer inquiries via phone calls.
- Supported internal client base, provided management reporting and managed internal database of all properties on company's system.
- Set up ads and tracked conversion on Instagram and Facebook.

ADDITIONAL EXPERIENCE

➤ **Courses & Workshops**

Google The Digital Garage Fundamentals of digital marketing

Mar 2022

Marketing Industry Training, Brainnest, Germany

Feb 2022

- **Completed 2 projects: Development of Media Campaign and New Brand Creation.**
- Learned about the basics of marketing and digital marketing, the most common marketing tools, and the general standards of the marketing industry.

- Gained hands-on experience with the usage of market research in the marketing and sales strategy, and how to conduct SEO and keyword research.
- Discovered how market positioning and segmentation are done, and learned new strategies for new product development and changing a brand identity and architecture.
- Developed new skills including basic graphic design skills, copywriting, media planning and content marketing.
- Studied the responsibilities of a marketing professional and how to deal with competitive environments.

Google Universal Analytics Essential Training
Social Media Marketing Foundations

2021

2021

LAU University Digital Entrepreneurship Course

FALL 2017

- Constructed an e-commerce website for writing resumes using WordPress.