

Maya Abou Mourad

Address: Wadi Chahrour El Oulya, Baabda, Lebanon

Email: mayaaboumrad@outlook.com

Number: +961 78 839 207

LinkedIn profile: <https://www.linkedin.com/in/maya-abou-mourad/>

Education

ESA Business School – Lebanon (2021 – Present) Master in International Management
in partnership with IAE de Poitiers

Saint Joseph University (2017 – 2020) Faculty of business and management – Bachelor in Business Administration and Management

Ecole des Sœurs de la Charité – Besançon Baabda (2002 – 2017) Baccalaureate in Life Science

Work experience

Freelance Social Media Marketing Manager (July 2021- present)

- Founder of “DIGITALMARKETINGWITHMAYA”
https://instagram.com/digitalmarketingwithmaya?utm_medium=copy_link, an online community, that helps solopreneurs build an engaging and profitable online Business through bespoke marketing strategies
- Execute a content strategy that best suits the clients’ needs
- Create Content on social platforms especially on Instagram
- Increase brand's awareness and visibility as well as the engagement rate
- Attract potential clients and convert them into buyers

Graduate Assistant - American University of Beirut (September – December 2020)

- Assisting the professor in carrying out his research study.
- Summarizing articles related to CEO narcissism and analyzing their effects on the company

Human Resources Intern - Société General de Banque au Liban/SGBL (July 2019)

- Collecting mails on a daily basis and sending it back to the concern ones.
- Tracking the mission orders allocated to the employees outside or in the country.
- Reporting on excel personal staff data.

Bank Teller Intern- Société General de Banque au Liban/SGBL (August 2019)

- Assisting customers with processing transactions such as deposits, withdrawals and payments.
- Tracking and storing information related to transactions, customers and bank supplies.

Courses & Certifications:

Fundamentals of digital marketing – **Google Garage**

Digital Marketing certification – **Hubspot Academy**

Social media marketing - **Hubspot Academy**

Social and Behavioral Responsible Conduct of Research- **CITI Program (2020)**

English Proficiency Assessment -**Saint Louis University (2019)**

Volunteering:

Student Volunteer – **SOS Village Lebanon (2018)**

Student Volunteer: Certified for achieving 100 hours of social services at school –Ecole Des Soeurs de la Charite de Besancon Baabda (2017)

Skills

- Microsoft software: Excel, PowerPoint, Word. Access
- EViews
- Organizational skills
- Social Media Management
- Content Creation
- Canva
- Research
- Teamwork

Languages

- Fluent in English, French and Arabic
- Beginner in Italian