

MIRYAM NAWBAR

DIGITAL MARKETER



English

French

Arabic

Spanish



Phone

+961 76 197 937



Email

nawbarmiryam@gmail.com



Address

Metn, Lebanon

EDUCATION

Masters in Digital Media

Lebanese University
2018-2020

Bachelor of PR & Advertising

Lebanese University
2015-2018

MY SKILLS

Social Media



Content Marketing



Paid Ads



Email Marketing



SEO



Copywriting



Microsoft Tools



WORK EXPERIENCE

Marketing Manager

.com Marketing Agency, Lebanon

Feb 2023- Pres

- Developed and executed successful marketing campaigns, driving increased brand visibility and customer engagement.
- Led and mentored a team of professionals, fostering a collaborative and high-performing work environment.
- Analyzed campaign performance data to optimize strategies and achieve measurable business outcomes.

Digital Marketing Manager

Cloudtaktiks, Cyprus

Mar 2022 - Feb 2023

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining social media presence across all digital channels
- Measuring and reporting on the performance of all online campaigns

SEO Specialist

MERCO, Dubai

Jan 2022 - May 2022

- Write compelling and high-quality website content, including blog posts and page descriptions to improve website search results
- Monitor daily performance metrics with SEO tools such as Google analytics to understand SEO strategy performance

Marketing Coordinator

-JSK Real Estate, Lebanon

-Antoun Holding, Lebanon

Jun 2021 - May 2022

- Develop monthly strategy aligned with the company's goals
- Responsible of the content creation and management
- Stay up to date with market trends and best practices in the industry.

Marketing Executive

Related Inc, Lebanon

Oct 2021 - Apr 2022

- Stay up to date with new SEO, social media and digital marketing industry trends, tools and practices
- Analyze websites and social media pages to recommend improvements
- Perform website and social media platform content update.

Customer Service Representative

Alfa Telecom, Lebanon

Nov 2016 - Jun 2021

- Respond to customer requests for services and company information
- Maintain customer satisfaction with forward-thinking strategies and resolving concerns
- Offer assistance to customers, paying attention to special needs/ wants

Social Media Coordinator

- SPRKL/Eastline, Lebanon

- cLoudForest, Lebanon

Jan 2019 - May 2021

- Edit and proofread written pieces before publication
- Handle the social media presence of the brand
- Coordinate with marketing and design teams to illustrate articles



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CERTIFICATIONS

Practical Academy

- Graphic Design Level 1 Dec 2023
- HTML CSS Level 1 & 2 Nov 2023
- Spanish Level 1 & 2 May 2023

Linkedin Learning

- Digital Marketing Foundations Oct 2021
- Social Media Marketing Foundations Oct 2021
- Social Media Marketing: ROI, Strategy, Optimization Oct 2021
- Email and Newsletter Marketing Foundations Oct 2021
- Advertising on Facebook, Instagram, Twitter, YouTube Oct 2021
- Google Universal Analytics Essential Training (2020) Oct 2021
- SEO: Competitive Analysis Oct 2021

HubSpot Academy

- Build a Website on Wordpress May 2020
- Planning a Long-Term Content Strategy May 2020
- Understanding Social Media Promotion May 2020
- Inbound Marketing April 2020
- Artificial intelligence in Marketing April 2020

Google

- Google Analytics Sep 2020

Beirut Summit

- Media Office volunteer Jan 2019

Alfa Telecommunications

- Conflict Transformation April 2019
- Accelerate Your Creativity & Innovation Sep 2018
- The Effective Team Player Nov 2018
- Selling Techniques Dec 2017
- Communication Skills Oct 2017
- Telephone Skills Mar 2017
- Customer Excellence April 2017