

# MAYA ABDALLAH

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## EXPERIENCE

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### Content Manager | SOCIATA (PREVIOUSLY VINELAB)

2023 – Present

- Collaborating with brand clients and creators to develop content strategies that align with the brand's messaging and goals
- Co-creating content with social media influencers in MENA of all tiers
- Inspiring and guiding MENA creators in the ideation, design, and production of branded content that resonates with the target audience and achieves the desired results
- Managing the content creation process from start to finish, ensuring that all deliverables are completed on time, within budget, and to the highest quality standards

### Content Writer & Social Media Manager | GUARDIAN GHOST BLOGGERS

2021 – 2023

- Drafted and created 100+ blogs/content efficiently using digital word processing and publishing platforms with full on-page SEO to optimize content
- Strategically planned social media calendars and managed customers' social media platforms
- Worked as lead copywriter for 10+ social media accounts across many platforms
- Managed teams of 15+ members, and edited their written work before publishing

### English Language Instructor | MANARAT JABAL AMEL HIGH SCHOOL

2018 – 2021

- Prepared 200+ lesson plans and implemented up-to-date teaching methodologies
- Used quality education learning methodologies in developing life-long learners

### Freelance

2015 – 2018

- Customize personalized sessions for school and university students in Education and business courses
- Provide content writing services: blogs, reports, newsletters, and social media posts, in addition to editing, proofreading, and translation

## EDUCATION

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**Master's Degree in Educational Management**, Lebanese International University. GPA: 4:00

**Teaching Diploma in Education**, Lebanese International University. GPA: 4:00

**Certificate of English Language Teaching for Adults (CELTA)**, University of Cambridge

**Bachelor's Degree in Teaching English as a Second Language**, Lebanese International University. GPA: 3.97

## AWARDS

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**2017.** Certified organizer, committee member, and performer of LIU's annual EducationDay

**2016.** Certified finalist in the 16th National Final of the public speaking competition held at LAU

**2016.** Certified winner of the 5th annual LIU inner-campus speech competition

**2015 – 2021.** Certified member of the LIU President's Honor list and LIU Dean's Honor list

## OTHER

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**Certifications:** Social Media Marketing Mastery (2022) | Google – Fundamentals of Digital Marketing (2021) | MED2IaH – Campus Diversity/ Internationalization of Formal Curriculum/ Virtual Mobility (2021) | UNDP – Youth Leadership Program (2019) • Coordinator Training session for KG's and Cycle one (2019).

**More certificates are available upon request**

**Languages:** Arabic (Native), English (Advanced), French (Intermediate)

**Skills:** Organization | Presentation | Collaborative key player | Strategic Planning | Editing | Writing | Proofreading | Communication

**Community Service:** Mentor with Injaz | LIU SOED E-NEWSLETTER co-creator, manager, and researcher | MUN School Advisor at the Lebanese American University | Blogger at Leoceros Marketing Agency