

# MARIA NAMMOUR

+ (70) 746-953  
marianammour13@gmail.com  
Beirut, Lebanon

## OBJECTIVE

Seeking a Marketing position where I can utilize my expertise in digital marketing, brand development, and strategic planning. Committed to driving engagement and growth through innovative campaigns, I aim to contribute to the success of the organization by enhancing its market presence and building strong relationships with clients and stakeholders.

## EDUCATION

### BACHELORS IN BUSINESS MANAGEMENT

Haigazian University 2019 - 2022

Beirut Annunciation Orthodox College 2004 -2019

Dean's list, Haigazian University

## CERTIFICATES & TRAINING

- "Yes I Can" Training at Radisson Blu
- LAU Case Competition Participation Award
- Model United Nations Participation Award

## SKILLS

- Creativity & Designing
- Adobe - Illustrator
- Social Media Management
- Content Creation
- Influencer Partnerships
- Languages: Arabic (native) - English (fluent) - French (average)

## WORK EXPERIENCE

### MARKETING & PASSPORTS/CONSULAR OFFICER AT

AUSTRALIAN EMBASSY [Lebanon]

2024

- Contributing to the Marketing team by generating innovative content ideas and designing compelling visuals for various social media platforms.
- Hosting frequent meetings with team members and setting up a content calendar to provide a steady stream of material across multiple platforms, preventing any gaps.
- Attending embassy-hosted events and capturing significant moments for subsequent media use.
- Collecting passport applications and conducting comprehensive interviews to ensure accuracy and adherence to procedural requirements.
- Evaluating consular cases with meticulous attention and detail, to uphold high standards of service.

### MARKETING MANAGER AT

I AM SERIES [Dubai - Remote]

2024

- Overseeing the platform by crafting visually compelling images and videos that significantly enhance audience engagement.
- Developing promotional videos designed to generate excitement and anticipation for upcoming podcast episodes.
- Implementing a strategic content calendar to ensure a consistent flow of engaging material across platforms, eliminating any gaps in content delivery.
- Advising the owner on audience preferences regarding content and optimal posting times to maximize viewership and engagement.

### SOCIAL MEDIA & MARKETING AT

TRAVEL HAUS [United States]

2023-2024

- Presented a social media marketing and branding proposal which included influencer partnerships, competitive intelligence, appealing to the younger generation, boosting viewership, and improving different social media platforms through visually appealing and interactive content.
- Created a new style/voice for the company's different platforms through designing a layout that stays consistent and recognizable.
- Was responsible for social media content such as informative posts, visually appealing videos, and including the travel agents in different videos in order to keep a sense of informality and affinity between the clients and the agents.

### AGENT AT

PIPA MEDIA AGENCY [Lebanon]

2023

- Identified multiple TikTokers based on specific qualifications that we would see potential in such as consistent posting, trending content, charisma, etc.
- Contacted the TikTokers and persuaded them to join the agency through selling the company's business value to increase revenue. Some benefits we presented were boosting viewership, offering money prizes if they completed different accomplishments, etc. In return, the more revenue the influencers generated, the more we would be paid from TikTok due to our partnership with them.
- Interacted with clients of diverse backgrounds and personalities through consistent encouragement, reassurance, and guidance.