



# MARIAM HASSAN

## Account/Social Media Manager



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Lebanon

Motivated and versatile **business management graduate** with hands-on experience in **social media strategy, content creation, client servicing, and product sourcing. Skilled in managing multi-platform content, coordinating remote teams, and executing data-driven marketing strategies.** Adept at working in fast-paced environments with a proactive mindset and excellent communication skills. **Fluent in four languages** and passionate about driving growth and innovation in dynamic business settings.

## Education

**Bachelor's Degree in Business Management**  
**Saint Joseph University**  
Beirut, Lebanon (2018 – 2022)

**Official Baccalaureate Economics & Sociology**  
**Lycée Verdun,**  
Beirut, Lebanon (2004 – 2018)

## Languages

**Arabic** (Native)  
**English** (Fluent)  
**Turkish** (Fluent)  
**French** (Fluent)

## References

Available upon request

## EXPERIENCE

### Account Manager / Content Creator

SNDR AGENCY – Dubai, UAE (Remote) | Apr 2023 – Jan 2025

- Managed and nurtured client relationships, serving as the main point of contact.
- Created photo/video briefs aligning with brand vision and campaign goals.
- Developed and maintained monthly content calendars.
- Briefed design teams and reviewed creative outputs.
- Oversaw multi-channel content deployment and community engagement.
- Tracked & analyzed content performance, generating monthly reports.

### Senior Community Manager

Around the Clock – Dubai, UAE (Remote) | Nov 2022 – Present

- Executed and monitored cross-platform social media campaigns.
- Wrote and scheduled engaging content tailored to target audiences.
- Conducted keyword research and trend analysis for SEO optimization.
- Reviewed and edited all digital materials pre-publication.
- Promoted brand presence and monitored online engagement metrics.
- Proposed new content angles based on community insights.

### Social Media Manager & Marketing Strategist

Ribbon Chocolate – Tyre, Lebanon | 2021 – Present

- Built and executed paid advertising strategies on TikTok and Instagram.
- Managed brand presence across platforms and optimized product listings.
- Led inventory setup and digital catalog management.
- Developed digital strategies for imported Belgian products.
- Created daily content and ensured consistent brand messaging online.

### Product Resourcing Manager

Casa Design – Lebanon, Turkey, Mozambique | Aug 2021 – Dec 2022

- Managed international supply chain logistics and shipping operations.
- Directed resource planning and team performance management.
- Coordinated product launches across multiple regions.
- Delivered progress reports to executive teams quarterly.
- Collaborated with product designers and consultants on go-to-market strategies.