

# Mariam El Kotob

mariam.elkotob@skema.edu | +961 81 68 18 19 | [www.linkedin.com/in/mariam-elkotob](https://www.linkedin.com/in/mariam-elkotob)

## EDUCATION

<b>Skema Business School</b> <i>Masters of Science</i> in Artificial Intelligence for Business Transformation in collaboration with EISEA School of Engineering - Tech Courses: Machine Learning, Data Exploration and Data Modeling, Neural Networks and Deep Learning, Big Data Architecture, Natural Language Processing, Technical Project. - Business Courses: AI Challenges, AI in Society, Application of AI, Data Management, Mathematics for Data Science, Business Intelligence with Data Mining, Research Methods, AI Ethics, Cloud Computing, Cyber Security, AI for Finance and Accounting, Strategy in the Digital Economy, Agile Project Management, AI Management. - Master Thesis: "The Impact of the Use of Gen AI Tools on the Creativity of Gen Z Graduates Transitioning into the Workplace."	Paris, France	08/2023-12/2024
<b>American University of Beirut (AUB)</b> <i>Bachelor's degree</i> in Business Administration in Business Information Decision Systems	Beirut, Lebanon	09/2017-08/2022

## PROFESSIONAL EXPERIENCE

<b>L'Oréal Group</b> <i>E-Commerce Intern for CPD brands - Maybelline NY, L'Oréal Paris, Garnier, Essie</i> - Managed e-key accounts, driving traffic and conversion rates through strategic partnerships and initiatives - Analyzed and interpreted sales and inventory performance, generating reports to monitor clients performance and ensure monthly targets are met - Tracked and followed up on marketing calendars, key brand moments, and activations with the players, ensuring seamless execution and alignment with business objectives - Identified and pursued new client opportunities, conducting outreach and fostering relationships to expand the customer base and drive business growth	Beirut, Lebanon	01/2025-03/2025
<b>L'Oréal Group</b> <i>Marketing Assistant Zone for Maybelline NY &amp; NYX SAPMENA Zone</i> - Collaborated with SAP & MENA teams on monthly reporting's dashboards and worked closely with SAPMENA content team - Analyzed priorities' & competition monthly performances across markets and brands as well as identified key insights to detect gaps and propose innovations - Worked with country teams to support on e-commerce share growth across categories: activation content, weight of business, and analysis on ranking and propose best practices to support HERO growth - Worked closely with the country and DMI on all Ramadan 2025 shoot details from styling to makeup and find insights for the big idea and put together shoot deliverables to cover the country teams - KPIs: Sell-In & Sell-Out Analysis, TRAACKR and MIM Influencer and KOL Analysis, O+O Analysis, Social Advocacy and Trend Report Monthly Reports, ECPM Channel (Sell-In & Sell-Out)	Paris, France	06/2024-12/2024
<b>Optique et Vision</b> <i>Social Media Marketing Intern and Content Creator</i> - Generated social media monthly calendars for the company's online platforms - Created blog posts for email marketing and website using Mailchimp and Shopify - Participated in brainstorming and creating the brand image of the company's home brand; Framed! - Participated in community work with NGOs to provide free vision care for people in need	Beirut, Lebanon	02/2022-04/2022

## VOLUNTEERING EXPERIENCE

<b>All Girls Code (AGC)</b> <i>Director of Development and Growth and Marketing Team Lead</i> - Communicate with all the team leads regularly to follow up on the plans and activities of their teams - Planned and organized Techsplore 2022, a 3-day virtual program for girls filled with tech workshops, educational sessions about the emergence of tech, as well as motivational and mentorship sessions - Hosted Techsplore 2022 online for 120+ girls around the MENA region - Lead a small group in the pursue to drive growth for AGC to gain and sustain social media visibility and exposure	Beirut, Lebanon	02/2021-07/2023
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------	-----------------

## ONLINE COURSES & CERTIFICATIONS

**Data Camp** – Google Sheets Fundamentals, Data Science with Python, Data Science with R, SQL Fundamentals, Natural Languages Processing, Introduction to ChatGPT, Power BI Fundamentals  
**APMG International** – Agile Project Management Foundations

## SUMMARY SKILLS

**Languages:** Arabic (native), English (fluent), French (intermediate).  
**Soft Skills:** attention management, decision-making, problem-solving, teamwork, leadership, job-sharing, analytical thinking, communication, project management, adaptability, creativity.  
**Computer Skills:** *Programming Languages* (Python, HTML5, R, SQL), *Data Science Platform* (RapidMiner and Power BI), and Microsoft Excel and PowerPoint.