

# Mohammad Aref Bouorm

## Content Marketing Specialist, Market research analyst, Digital media manager

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### Summary

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Marketing graduate from RHU with hands-on experience in media and advertising gained through roles in Saudi Arabia. Contributed to guest management and media coverage at the Noor Al Riyadh event and further developed skills during a two-month internship at Armcom Media & Advertising. Strong ability to blend academic marketing insights with real-world experience in event coordination and media relations.

### Experience

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#### Marketing intern– Jun 2024-Aug 2024

##### Armcom/ Saudi Arabia

Gained hands-on experience in the Saudi Arabian market by collaborating with the media and advertising team, contributing to marketing campaigns through project coordination, client communication, and execution support.

#### Account manager (Remote) - July 2024 – Aug 2024

##### CDDG (NGO) / Lebanon

Spearheaded social media content strategy for CDDG, an environmental conservation NGO, managing all content creation and publishing across multiple platforms.

#### Guest Management- Oct 2024 – Nov 2024

##### Armcom / Saudi Arabia

Managed transportation logistics for international media guests at **Noor Riyadh**, ensuring timely arrivals and smooth transit between accommodations and event venues. Served as the main point of contact, contributing to the successful execution of the event's media coverage.

### Education

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- **BBA in Marketing and advertising** -senior student at Rafik Hariri University- 2021-2025

### Skills & Expertise

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|------------------------------------|-----------------------|
| • Data Collection and Analysis     | • Strategic marketing |
| • Sales management                 | • Adobe Photoshop     |
| • Project management               | • Adobe Illustrator   |
| • Marketing research               |                       |
| • Photography                      |                       |
| • Social Media Marketing           |                       |
| • Advertising media and strategies |                       |
| • SEO                              |                       |

### Languages

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**Arabic:** Fluent | **English:** Fluent | **French:** fluent