

ROBIN MAGHARIKI

MARKETING ASSISTANT

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PROFESSIONAL EXPERIENCE

Digital and Social Media Marketing Trainee,
Rasamny-Younis Motor Company S.A.L
Beirut

Jun 2023 to Aug 2023

- Monitored social media analytics to track the performance of marketing campaigns.
- Collaborated with the marketing team in the development of promotional materials and content.
- Developed and implemented customer loyalty strategies.
- Utilized customer insights to reshape marketing strategy approach.
- Created engaging content to enhance brand visibility.

Junior Marketing Assistant, Saltoki
Pamplona

Oct 2024 to Oct 2025

New Product Line Launch

- Conducted competitive benchmarking and market analysis to identify market positioning and growth opportunities.
- Defined product range strategy and optimized assortment structure.
- Developed commercial and sales enablement tools, including product catalogs and support materials.
- Designed in-store product displays and point-of-sale signage to enhance product visibility.
- Created integrated online and offline advertising assets, including banners and promotional visuals.
- Prepared and delivered PowerPoint presentations to support and train the sales network.
- Produced commercial video content for in-store and digital screen campaigns.

Private Label Brand Development

- Developed full brand identity, including logo and tagline creation.
- Implemented brand guidelines across print (stationery) and digital platforms.
- Crafted brand copy, messaging framework, and value proposition.
- Designed and produced commercial and marketing collateral aligned with brand strategy.

EDUCATION

Saint Joseph School
Cornet Chehwan

Sept 2003 to May 2016

Adventist School
Bilingual Baccalaureate degree in Economics and Sociology,
Bouchrieh

Sept 2016 to Jun 2018

University of Navarra
Bachelor's in Bilingual Marketing, Pamplona

Sept 2019 to May 2024

SKILLS

Microsoft Office
Market Research

Adobe Photoshop
Project Management

Adobe Illustrator
Project Development

Email Marketing
Sales Analysis

LANGUAGES

Arabic, English, Spanish, French