

# MARIA SANNAN

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## SUMMARY

I am a double major graduate in psychology and business management with five years of experience in marketing and content creation. My involvement with organizations such as the Red Cross and Rotaract helped me grow my ability to perform well under pressure and adapt to different environments, offering me the chance to work on various and diverse projects, greatly contributing to my professional growth.

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## WORK EXPERIENCE

### Freelance Marketing & Events

July 2025 - Present

- Manage end-to-end marketing activities for 5 active clients across different industries, overseeing strategy, execution, and performance tracking.
- Develop monthly content calendars aligned with brand positioning, campaigns, and key moments.
- Prepare monthly performance reports with insights and recommendations to improve reach, engagement, and conversions.
- Plan, launch, and optimize paid campaigns on Meta platforms using Meta Business Suite and Ads Manager.
- Coordinate content creation including copywriting, visual direction, and photoshoot planning.
- Plan and execute marketing activations and events such as openings, launches, and brand experiences.
- Manage media assets and content libraries to support ongoing and future campaigns.
- Conduct social media audits to assess performance, branding consistency, and growth opportunities.

### Social Media Manager | AddBloom Agency

Jan 2025 - June 2025

- Generate performance reports with Octoboard and streamline tasks using Flowlu; optimize content scheduling across Meta platforms.
- Manage daily community engagement across various social channels for diverse customer bases.
- Develop editorial calendars and content plans for clients in FMCG (Henkel), beauty products, pet care, and lead industrial paints manufacturer.
- Led social activations and campaigns, including influencer partnerships and seasonal promotions, to enhance visibility and engagement.
- Oversaw event coverage and content creation for brand activations, implementing feedback forms and surveys for insights on Google Business Profiles.
- Run social media audits and brand strategy frameworks, including personas and content pillars, while directing photoshoot production for multi-format content.

### Marketing Associate | Atlantis Financials

Nov 2024 - Jan 2025

- Support the execution of marketing strategies and content creation, enhancing brand visibility and audience engagement across key platforms.
- Collaborate with creative agencies to align on brand guidelines, contribute to the rollout of a refreshed brand identity, and help shape strategies and campaign direction.
- Assist in monitoring campaign performance and gathering data-driven insights to inform future initiatives.
- Coordinate internal events and engagement workshops aimed at strengthening team culture and fostering a positive work environment.

### Marketing Officer | Klevr, Saradar Group

Oct 2023 - July 2024

- Create 5 campaigns and implemented a targeted digital strategy to improve business performance.
- Analyze and report on KPIs to validate and demonstrate the success of marketing campaigns and calendars.
- Manage information and tasks while using Notion and Jira.
- Improve visibility through the implementation of SEO strategies and boosting through Ads Manager.
- Oversaw 4 shootings with production houses to maintain project focus and goals within specified timelines.
- Responsible for conceptualizing, scripting, shooting, and editing 42 engaging videos and reels for social media platforms, enhancing brand presence and audience engagement.
- Achieve a 25% improvement in social media KPIs, including sales retention, engagement, click-through rates, and app downloads.

**Account Manager | SocialPrise Agency****Mar 2023 - Oct 2023**

- Evaluate key metrics to inform strategy adjustments and optimize campaigns.
- Enhance website visibility and search engine rankings through targeted SEO practices.
- Execute creative concepts to differentiate the brand in the marketplace.
- Create engaging and informative articles and blogs for website publication on WordPress.
- Emphasize the impact of technology with new AI tools and their potential to enhance business operations.

**Civil Registry Clerk | UNDP****Oct 2020 - Sep 2023**

- Conduct thorough verification of civil registry records, ensuring accuracy and authenticity.
- Maintain confidentiality and security of sensitive information at all times.
- Communicate effectively with government agencies, legal entities, and other stakeholders to resolve any issues related to record verification.
- Provide training and support to other team members on civil registry check processes.
- Stay updated on changes in laws and regulations related to civil registry records.
- Enter and maintain accurate data in the organization; database, ensuring all information is up-to-date and correctly recorded.

**Marketing Intern | Fattal Group****Jun 2018 - Aug 2018**

During my internship, I oversaw and worked in all departments, focusing on event planning and sales skills. I participated in training programs including Merchandising, Sales Fundamentals, Customer Service, and Interview Preparation. Additionally, I was part of the CSR team and led a project to support local individuals in need. Our efforts helped over ten families, showcasing the impact of CSR in both the community and the business industry.

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**VOLUNTEERING****Emergency Medical Technician | Lebanese Red Cross****May 2023 - Present**

Volunteer EMT with 3 years of experience supporting emergency response operations and community initiatives. Contributed to the Carte Noël project by assisting with the short film from script development to on-set execution.

**Director Club Service & PR | Rotaract Club Sahel Metn****Mar 2023 - Aug 2024**

My responsibility consists of enhancing the membership experience. By overseeing the recruitment, committee involvement, member retention, and managing teamwork activities and projects.

**Trained Monitor | LADE****Apr 2017 - Jun 2017**

Monitored electoral processes for the parliamentary by taking on training courses to acquire skills on how to issue periodic reports, social strategies to maintain a neutral attitude in heated situations, and work with different software to publish reports.

**Alumni Scout Member | Association Guides Du Liban****Sep 2007 - Oct 2018**

Saint Coeur Bauchrieh, Lebanon

- Assistante Jeannettes (2015-2016)
- Assistante Guides (2016-2017).

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**CERTIFICATION****Social Entrepreneurship | EC<sup>2</sup>****Jan 2023 - Jun 2023**

Saint Joseph University of Beirut (USJ) - Monot, Lebanon

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**EDUCATION****Bachelor - Business Administration & Management****Sep 2016 - Dec 2020**

Saint Joseph University of Beirut (USJ) - Monot, Lebanon

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**KEY SKILLS**

- Communications.
- Creativity.
- Adaptability.
- Teamwork.
- Organizational and time management skills.
- Office Suite software.
- AI Fluency: Practical Use of Generative AI Tools & Trend Integration
- Problem solving.
- Customer service.
- Fluent in Arabic, French and English.