

Mariam Hamed

Marketing Specialist

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PROFESSIONAL SUMMARY

Marketing specialist with a strong foundation in communication, project management, and creativity. Skilled in developing marketing strategies, content creation, and client relationship management. Passionate about driving brand awareness and engagement through innovative campaigns.

Skills

Marketing Strategy Development
Content Creation
Creativity & Design Sense

Project Leadership
Market Research
Data Analysis

Client Relationship Management
Strong Communication
Networking

WORK EXPERIENCE

Massyve Tech

Marketing Specialist

June 2025 - Present

- Developed and implemented marketing strategies and campaign plans to drive growth.
- Managed paid ad campaigns across Meta and Google platforms.
- Created and supervised content for social media, blogs, and newsletters.
- Strengthened the company's online presence and market positioning.

Freelance Projects

Marketing Specialist Freelancer

March 2025 - Present

- Worked on diverse projects across branding, marketing strategy, and content creation.
- Developed brand identities and comprehensive marketing plans for businesses and creators.
- Produced and managed podcast, LinkedIn, YouTube, and social media content.
- Managed photoshoots and video productions to ensure creative and brand alignment.
- Supported clients in strengthening their online presence and audience engagement.

MAC Tradigital Platforms

Content Creator

Dec 2023 - Nov 2024

- Produced creative content for digital and offline campaigns.
- Developed billboard concepts and visual directions.
- Created detailed photoshoot mood boards and assisted in execution.
- Ensured brand consistency across all visual materials.

Talent Minds

Marketing Specialist

Dec 2023 - Nov 2024

- Developed and executed marketing plans and strategies to boost client engagement.
- Maintained strong client relationships, ensuring long term collaboration.
- Worked with cross-functional teams to align marketing efforts with business goals.
- Consistently met deadlines and achieved project objectives.

Hadi Media**June 2023 -September 2023**

Marketing Intern

- Assisted in developing marketing strategies and campaign execution.
- Created engaging content for multiple social media clients.
- Prepared presentations and informed clients about marketing initiatives.

Focus Media**Feb 2023 – May 2023**

Marketing Intern

- Created and managed social media content in English and Arabic.
- Administered social media accounts for clients to enhance brand presence.
- Developed internal reports and presentations to track project achievements.

EDUCATION

Diploma in Entrepreneurship & Business Innovation American University of Beirut (AUB)**2023 – 2024****Bachelor's Degree in Marketing** University Of Sciences And Arts In Lebanon (USAL)**October 2020,Jun 2023**

CERTIFICATIONS

Workshop Hub, Social Media Marketing / Project Management**2022****Dot Lebanon,** Microwork Course**2022****LAU ace & talentdu,** AI in marketing**2025****UCMT,** Creative Content Writing**2025**