

Maya Zaher

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Professional Profile:

A young and dynamic Business Marketing graduate with experience in **digital marketing, content creation**, event planning, customer engagement and **social media management**. With Bachelors' degree in Arts and Business marketing from Lebanese American University, I am passionate about branding, digital content creation and developing marketing strategies.

Core Skills:

- **Technical Skills:** Video editing, Capcut, Canva, event and campaign planning, social media management (Instagram, Facebook, LinkedIn, TikTok), Google Analytics, Market research & Analysis, Competitive analysis, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams).
- **Soft Skills:** Leadership & team collaboration, Problem-solving & Critical thinking, Time management.

Professional Experience:

Social Media Executive – Internship – Cartlow (Retail) | Beirut, Lebanon. *Jan 2026 – Present*

- Prepared monthly marketing calendars, competitive analysis & created content scripts for Cartlow (KSA, UAE, and South Africa), Orbt (International & USA).
- Shot content, edited videos and helped in launching campaigns.
- Managed Social media accounts (Tik Tok, Facebook, and Instagram & LinkedIn) of Cartlow and Orbt.

Freelance Projects:

- Created content including video editing and marketing strategies for **Bakesome.lb & Dreamkey.lb**.
- **Marketing Campaign for Bio Oil:** Developed and presented a marketing strategy focused on digital outreach and customer engagement.
- **Environmental Initiative:** Participated in **Big Blue beach cleanup** operations and contributed to the community awareness and sustainability efforts.

Advisor Assistant – Mosaik | Beirut, Lebanon.

Jan 2023 – Dec 2024

- Maintained accurate student records and scheduled appointments between students and advisors.
- Supported the implementation of orientation, workshops and academic advertising events.

Summer Camp Leader – ACS School | Beirut, Lebanon.

Summer 2022

- Assisted in organizing summer camps activities & ensured a safe and engaging environment for the children to have a smooth camping experience.

Education:

- Bachelor's degree in Arts and Business Marketing
Lebanese American University, Beirut – Lebanon.
Graduated 2025.