

Mariam Sasso

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OBJECTIVE

Motivated Marketing Graduate with a strong foundation in campaign support and project coordination, with an interest in brand/content strategy and market research. Highly organised and detail-oriented person with a proven track record of learning and growing through professional challenges.

EXPERIENCE

Afkar Advanced Advisory Group

Beirut, Lebanon

Marketing Coordinator Intern

November 2025-March 2026

- Coordinated and published a consistent schedule of 3+ posts per week across LinkedIn and Instagram.
- Researched market trends and competitors, implementing best practices.
- Assisted in copywriting management of all content types, resulting in a cohesive flow.

Aralects

Beirut, Lebanon

Marketing Intern

June 2025-September 2025

- Assisted in marketing strategy, logistics, events planning and overall business strategy.
- Researched and managed content for the company blog, aligned with SEO and marketing efforts.

FOO Mobi

Beirut, Lebanon

Marketing Intern

December 2023-March 2024

- Edited and posted content for LinkedIn, resulting in a more consistent schedule to drive engagement.
- Coordinated and aided with the PR agency to improve brand identity, creating a complete brand image.
- Researched and assisted with the company newsletter, leading to more efficiency with information gathering.

Rawanco S.A.R.L

Beirut, Lebanon

Sales Intern

July 2022-August 2022

- Collected and researched target markets, to create a database for further analysis.
- Communication and sales pitch with existing and potential customers.

Mirum (acquired by Wunderman Thompson)

Dubai, UAE

Marketing Intern

June 2022-July 2022

- Market research of products and competitors, resulting in more information for the database.
- Created and presented event calendars, leading to idea generation and effective communication with clients.

EDUCATION

American University of Beirut

Beirut, Lebanon

Bachelor of Business Administration, Concentration in Marketing. Minor in Philosophy.

September 2019-June 2023

Dean's Honor List, 2021.

Baobab College

Lusaka, Zambia

IGCSE and AS Level

August 2006-June 2019

Primary School Deputy Head Girl, Secondary School Prefect.

COMPETITIONS

Red Academy Competition with Memac Ogilvy and the American University of Beirut: Collaborated in a team to develop a comprehensive marketing campaign for real-world client briefs, advancing across multiple rounds.

SKILLS & CERTIFICATIONS

Skills: Canva, Microsoft Office and Excel, Social Media, Critical Thinking, Leadership, Teamwork, Time Management

Certifications: HubSpot SEO, Google Analytics, ICDL

ADDITIONAL INFORMATION

Languages: English (Native), Arabic (Advanced), French (Basic)

Awards/Activities: Duke of Edinburgh Bronze Award, Principal's Award, AUB Varsity Women's Rugby, AUB Outdoors Team.