

Mariam Talal Charara

Instructional Designer | Learning Experience Specialist | Educational Technology Professional

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Why me?

Instructional Designer and Educational Technology professional with experience designing learner-centered courses, workshops, and digital training experiences aligned with real market and organizational needs. Skilled in curriculum development, LMS-based learning, instructional design frameworks, learner engagement strategies, and professional training delivery. Founder of Careerly, an educational and career development platform that has supported thousands of learners through practical, outcome-oriented learning programs. Passionate about transforming complex content into engaging and measurable learning experiences.

Core skills

- Instructional Design (ADDIE & Backward Design)
- Curriculum & Course Development
- LMS & Online Learning Platforms
- Learning Experience Design
- Workshop & Training Facilitation
- Assessment & Learning Activities Design
- Educational Technology Integration
- Career-Focused Learning Programs
- Learner Engagement Strategies
- Digital Content Development
- Professional Communication
- Presentation & Facilitation Skills
- Google Workspace & Microsoft Office
- Canva & Educational Content Tools

Professional Experience

Founder & Learning Experience Designer - Careerly

Lebanon | 2017 – Present

- Designed and developed online and live training programs focused on professional development, communication skills, employability, and career readiness.
- Created learner-centered educational experiences tailored to diverse learner needs and market demands.
- Structured courses using instructional design methodologies and measurable learning outcomes.
- Facilitated webinars, workshops, and training sessions for students and professionals across different industries.
- Built educational content, assessments, learning activities, and learner engagement strategies for both synchronous and asynchronous learning.
- Guided thousands of learners through practical skill-development programs and career-focused learning paths.
- Collaborated with institutions and organizations to deliver workshops on career readiness, LinkedIn optimization, CV writing, and professional communication.

Educational Technology & Instructional Design Projects

- Designed digital learning experiences integrating educational technologies and learner engagement strategies.
- Applied ADDIE model and backward design principles in course planning and implementation.
- Developed interactive learning activities, self-assessments, and reflective learning exercises.
- Worked on online learning prototypes focused on career exploration and future skills development.

Education

Diploma in Computing in Education
AUB - 2025

Bachelor's Degree in Law
Lebanese University - Lebanon

Certifications and trainings

- Instructional Design & Educational Technology
- AI in education
- Career Development & Professional Skills Programs

Languages

- Arabic: Native
- English: Native
- French: Working Proficiency