

# Yara Maassarani

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## HR CPD Certified | Junior Digital Marketing Specialist

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Human Resources Certified to support a career transition into HR. Dedicated, professional, and eager to learn and grow while delivering quality results.

## WORK EXPERIENCE

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**Mika Digital Media - Lebanon**  
**Junior Digital Marketer**

02/2024 - 03/2026

- Developed social media content strategies and calendars, generating ideas aligned with trends
- Managed campaigns on Facebook Ads Manager, including split testing
- Performed on-page SEO and local SEO optimization
- Updated website content via WordPress, Shopify and Google Search Console
- Assisted in blog creation and content indexing

**My Worthy Home - New York, United States (Remote)**  
**On-Page SEO Intern**

12/2024 - 04/2025

- Conducted extensive keyword research using SEMrush and other SEO tools
- Targeted keywords based on search intent to optimize content
- Utilized SEO Chrome extensions (Moz Bar, Ubersuggest, Keyword Surfer)
- Delegated SEO Tasks to the On-Page SEO Team

**Socialprise - Lebanon**  
**Social Media Community Manager**

- Managed 5 social media accounts across Instagram, Facebook, and Twitter
- Developed posting schedules and engagement strategies
- Created Content Calendars and Contacted Influencers for Potential Collaborations

11/2021 - 04/2022

## EDUCATION

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University of Balamand, Koura, Lebanon

Master's degree - Business Administration 2021-2023

AZM University, Tripoli, Lebanon

Bachelor of Business Administration - 2017-2

## PROFESSIONAL SKILLS

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### HR and People Skills

- Recruitment support and Onboarding

### Marketing s SEO

- Content strategy, on-page SEO, Social Media management, campaign creation
- Meta Ads Manager, SEMrush, Google search console, WordPress

### Technical

- WordPress (Themeforest, Namecheap, Bluehost)

### Core Skills:

- Attention to detail, Problem-solving, perseverance, self-regulation, adaptability

## CERTIFICATES

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- HR CPD certificate - Talenzia - 2025
- E-commerce C Shopify Website Creation - Intoact - 03/2025
- Search Engine Optimization Practical Couse - Intoact - 2025
- Digital Marketing Certification - Wideboost - 2018

## PUBLICATION

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- Factors that influence Brand Loyalty During Times of Economic Depression - Inderscience Publishers, 2025
- Consumer Co-Creation During the Online Age of New Product Development - Journal Contemporary Research in Business Administration and Economic Science, 2022

## LANGUAGES

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- Arabic: native language
- English: fluent (speaking, reading, writing)
- Korean: Beginner (Currently learning)