

Mazen Daoud

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PROFESSIONAL SUMMARY

Marketing graduate from the University of Balamand with practical experience in social media management, content development, digital communications, market research, and creative content production. Certified in Google Analytics and Google Ads Search, with a strong foundation in audience engagement, campaign planning, performance measurement, and consumer insights. Combines analytical thinking with digital storytelling to support effective marketing initiatives, strengthen brand communication, and contribute to measurable business growth.

EDUCATION

Bachelor of Business Administration in Marketing
University of Balamand

2025
Lebanon

CERTIFICATIONS

- Google Analytics Certification | Google Skillshop
- Google Ads Search Certification | Google Skillshop

EXPERIENCE

Marketing Capstone & Academic Projects
University of Balamand

2025

- Market Research:** Conducted comprehensive market and consumer research for academic case studies, analyzing data trends to formulate actionable marketing strategies.
- Video Director & Creator:** Directed, scripted, and edited multimedia video projects for marketing campaigns, using visual storytelling techniques to capture the target audience's attention.

Freelance Virtual Assistant & Social Media Coordinator
Private Client / Educational Sector

10/2024 – 12/2025

- Social Media Management:** Managed content scheduling and community management for digital platforms, supporting audience engagement through consistent brand messaging.
- Content Coordination:** Collaborated on visual and textual content alignment, ensuring all public-facing digital communications met high professional standards.
- Operations & Communications:** Managed high-volume email correspondence for a senior academic professional, streamlining daily communications and improving response efficiency.
- Document Architecture:** Formatted and finalized official academic and administrative documents, ensuring compliance with organizational formatting guidelines.

CORE COMPETENCIES

Digital Marketing & Analytics

Market research, consumer insights, social media strategy, audience engagement, digital marketing, Google Ads, and Google Analytics.

Operations & Tools

Digital Communications, Google Marketing Tools, Microsoft Excel (VBA), Microsoft Word (Advanced Formatting), Professional Email Correspondence.

Content Strategy & Creative

Digital Storytelling, Video Direction & Production, Copywriting, Content Planning, Brand Messaging, Visual Communication