

MALAK SHAMY

Digital Marketing Specialist | WordPress

malakshamy8@gmail.com

+961 76742769

SUMMARY

Digital Marketing Specialist with a background in Management Information Systems and hands-on experience in content creation, paid advertising, and website management. Skilled in planning and executing digital campaigns, managing social media accounts, and optimizing websites using SEO. Strong ability to analyze performance, create engaging content, and enhance brand visibility across digital platforms.

WORK EXPERIENCE

Digital Marketing Internship – Massyve.tech

Jan 2026– Mar 2026

- Planned and developed monthly content calendars aligned with brand and campaign goals
- Created engaging content and wrote captions tailored to target audiences
- Managed social media accounts and maintained consistent brand presence
- Executed and monitored paid advertising campaigns using Meta Business Suite
- Analyzed campaign performance and prepared reports with actionable insights
- Conducted market research and competitor analysis to identify trends and opportunities
- Supported strategy improvement based on competitor positioning and audience behavior
- Developed and managed WordPress websites (<https://khklegal.com>, <https://mz-assoc.com>) using pre-built themes, focusing on content structuring, SEO, and digital marketing optimization
- Applied SEO techniques to improve website visibility and search rankings

EDUCATION

Lebanese University

Oct 2022– July 2025

- Bachelor's Degree in Management Information Systems (MIS)

Complete Digital Marketing Guide (27-in-1) – Udemy (Ongoing)

- Currently completing a comprehensive course covering SEO, WordPress website setup, social media marketing, paid advertising across Google and Meta platforms, content marketing, copywriting, branding, email marketing, and Google Analytics, with a focus on building and executing full digital marketing strategies.

KEY SKILLS

- Social Media & Content Management
- Paid Advertising (Meta Ads)
- SEO & Website Optimization
- Creativity & Content Ideation
- Attention to Detail
- WordPress (Theme Customization)
- Market Research & Competitor Analysis
- Performance Tracking & Reporting
- Communication & Time Management

TOOLS & PLATFORMS

- Meta Business Suite
- Canva
- WordPress
- SEO Tools (Basic)