

Mariam Victor

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Over 13 years of experience in all marketing and digital marketing aspects in different industries, and with a proven track record of planning and executing impactful digital and on-grown marketing campaigns that exceeded expectations. Bleeding creativity, problem-solving, customer-centric, strategic overview, and leveraging AI technology for impactful marketing.

Key achievement: Increasing year-to-date online sales by 30%, growing communities to over 85K (227%) & 500K, launching products, leading and optimizing marketing campaigns, engaging millions of people, and earning brand trust.

EXPERIENCE

Marketing Manager

Nov 2024 - Present

Graduation Source | Manufacturing Company

Greenwich, Connecticut, United States (Remote)

- Developed and executed full-funnel email strategies across nurture, re-engagement, and retention campaigns—sending over 180,000 targeted emails with open rates up to 24.4%, CTRs as high as 22.6%, and supporting over \$12.4K in tracked revenue. Loyalty Discount campaigns alone drove over \$298K in total sales in Q1–Q2 2025 with standout ROAS as high as 2.46 and average AOVs above \$2,000.
- Directed social media content and strategy, supported awareness and acquisition efforts across platforms, generated over 3.4M ad impressions, and optimized spending to maintain a strong average ROAS of 1.78 and CPC as low as \$0.91.
- Served as a core member of the leadership team driving the end-to-end rebranding of GraduationSource—shaping positioning, visual identity, messaging, website transformation, and multi-channel rollout while equipping teams with brand systems, assets, and guidelines to ensure consistent execution and measurable market impact.
- Directed the social launch campaigns for the new branding of GraduationSource, generating 52K+ impressions, 33K+ reach, 1K+ link clicks, and nearly 900 landing page views within weeks—achieving high engagement and traffic at efficient CPM rates as low as \$4.04.

Marketing Manager

Nov 2025 - Present

Avanti | Commercial Glass Wall & Door System Manufacturer

Greenwich, Connecticut, United States (Remote)

- Crafted a compelling elevator pitch and strategic brand messaging for Avanti Systems. Leading email campaign development and customer journey mapping for both acquisition and retention, aimed at driving MQLs and lead generation. Conducting competitor analysis and audience segmentation to sharpen positioning, also, managing social media to boost awareness and establish Avanti as a market leader in interior glass wall and door systems.

Marketing and Business Development Consultant

Sep 2024 - Feb 2025

CONCAT | Digital agency

London - Beirut (Remote)

- Spotlighted CONCAT Tech's global recognition by amplifying features in The Financial Times, The Times, Bloom, and BBC News, driving brand visibility and thought leadership across high-authority platforms.
- Attracted international attention by leading the Women in Tech Roadshow promotional strategy in Beirut, drawing hundreds of women for mentorship and networking, and supporting efforts that secured 3 new clients from Europe and South Africa for web development and design services.

Digital Marketing Manager

Mar 2022 - Oct 2024

Re: Coded | 501c NGO Ed Tech MENA-T

New York & Delaware, United States (Remote)

- Built impactful connections with target audiences and accelerated online community growth by 227% from 2022 to 2024, engaging over 85,000 followers, grew our engagement rate to 6.92% on Facebook Organic, 2.58% on Instagram, and 6.34% on LinkedIn, 4.86% on X (Twitter) by using inspiring storytelling, and growth strategies.
- Exceeded target campaign conversions by planning, creating, and launching 16 bootcamps in different countries across MENA and Europe, reaching 15.2 million people at \$0.38 CPC, significantly enhancing outreach and conversions
- Launched four major advocacy campaigns, surpassing anticipated audience reach and engagement by 5x to spread awareness on the importance of UXUI in Iraq, Jordan, and Lebanon, and break down gender stereotypes in Iraq & Kurdish areas. Coordinated with freelance content creators, a video editor, and external social media influencers for content collaborations. I am proud to name one of the campaigns 'Women in Tech Idol', using audience behavior strategies. This campaign engaged 10 million people with 490K interactions, significantly amplifying diversity in the tech industry and surpassing targets by focusing on tracking metrics such as Sprout Social for social media and web traffic using GA4. Re:Coded was awarded for best advocacy campaign from Knowledge Exchange for this campaign

- o Expanded the organization's audience size by executing market entry campaigns, driving significant reach in Jordan (64K reach, \$0.45 CPC), Algeria (112K reach, \$0.18 CPC), and the United Kingdom (18K reach, \$0.81 CPC) using Google Ads, Meta Ads (Facebook & Instagram), and behavioral targeting
- o Effectively utilized a budget of \$260,500 to generate millions of impressions by directing and optimizing media buying strategies and paid digital campaigns. Managed Google Ads Grant (\$10K/month) & LinkedIn Grant (\$100K)

Digital Marketing Manager

Mar 2021 – Feb 2022

Deep Advertising Agency | Marketing Services to startups and SMEs

Cairo, Egypt

- o Increased company revenue by 40% by setting up the digital department, developing and executing campaigns, building trust and client relationships, and utilizing multiple channels to support sustainable pipeline growth. Closed deals for three medium-sized clients, in different industries, including fashion and hospitality
- o Boosted clothing brand sales by 33%, increasing sessions by 79% through paid ads and an engaging social media calendar. Resolved blocked Facebook ads, proving my technical expertise and mindset for problem-solving
- o Achieved 10K Instagram followers from the ground up in two weeks by developing a well-crafted social media strategy and paid ads for a newly launched restaurant on the North Coast, demonstrating my community-building expertise

Digital Marketing Specialist & Marketing Coordinator

Dec 2016 – Mar 2021

Bingo Global | Market Leader for Toys

Cairo, Egypt

- o Led the Warner Bros collaboration to launch the first Tom & Jerry legal branded toys in Egypt. Coordinating with three stakeholders, I ensured effective brand collaboration and successful product launch, introduced the fully branded product to the market, driven by achieving goals and impact
- o Expanded our target market to the U.A.E. by spearheading the marketing initiative at the Dubai Paper & Play World exhibition in 2019. From creating marketing materials to booth execution to communicating with potential partners, we successfully gathered 200 leads interested in business partnerships
- o Expanded our community from the ground up, growing our brand community to over 500,000 followers by implementing creative and engaging marketing strategies, including contests, influencer marketing, TV media, and digital marketing strategies including YouTube, where some videos exceed 2M views
- o Coordinated with external marketing agencies, contractors, and suppliers for different marketing and branding activities to ensure on-time, on-budget execution of campaigns
- o Defined, managed, and optimized paid digital campaigns, including SEM, display, and retargeting

Social Media Specialist

Nov 2015 - Dec 2016

El Batal Developments | Real Estate

Cairo, Egypt

- o Developed the current brand identity by studying the brand's history and vision. Created the 'Rock' concept for El Batal's projects, aligning it with the organization's objectives for a unique and cohesive identity that is still being used today
- o Helped boost the sales for the 2nd phase of one of the projects, generating over 5,000 leads per month using social media ads

Social Media Specialist

Jun 2014 - Aug 2015

Bingo Trading for Gifts and Toys | Toys and gifts importer

Cairo, Egypt

- o Implemented effective online marketing plans, managing key digital channels, creating social media posts, optimizing strategies, localized SEO, and resolving customer inquiries to drive brand growth

Marketing Manager

Dec 2013 - Apr 2014

Nilers Tours & Agaza.com | Travel Agency

Cairo, Egypt

- o Initiated market segmentation and created engaging online content across multiple platforms (Twitter, Facebook, Instagram, YouTube, LinkedIn, Pinterest, Google), enhancing client communication and responding to inquiries
- o Optimized SEO for the website, blog, and social platforms, executed email marketing campaigns, arranged promotional events, and managed supplier relationships for the quality production of marketing materials

Marketing and Sales Manager

Oct 2013 - Dec 2013

Canyon Travel & Hotels | Travel Agency

Cairo, Egypt

- Managed the customer care department and developed marketing strategies to promote travel services and hotel bookings by conducting market research to understand customer needs, assessed the performance of marketing initiatives, and provided sales support, including handling inquiries and booking arrangements

Content Writer

Mar 2013 - Jun 2013

Jumia | E-Commerce

Cairo, Egypt

- Boosted customer engagement and trust by writing persuasive fashion content and item descriptions in English and Arabic, surpassing the target of 3,000 items per month, and managing the product database for accuracy

Customer Service (Travel Agent Tico.ca certified)

Feb 2012 - Mar 2013

Teleperformance | Expedia.ca

Cairo, Egypt

- Assisted customers by collecting payments, determining travel needs, booking reservations, planning and selling travel packages, providing travel information, and addressing all inquiries driven by a passion for helping others

EDUCATION

Faculty of Arts, Ain Shams University, Cairo, Egypt | BA, Department of Drama and Theatrical Criticism

Meta Certified Digital Marketing Associate | Issued by Meta

Meta Marketing Analytics | Issued by Meta

Advanced Digital Marketing Nanodegree | Issued by Udacity

McKinsey Forward Program | Issued by McKinsey & Company

Market Research and Consumer Behavior | Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing, and more | From Brand to Image: Creating High Impact Campaigns That Tell Brand Stories |

Issued by IE Business School

Search Engine Optimization | Advanced Content and Social Tactics to Optimize SEO | The Strategy of Content Marketing | Issued by the University of California, Davis

Influencer Marketing Strategy | Issued by Rutgers the State University of New Jersey

Build a Full Website using WordPress | Issued by Coursera

Google Ads Search Certification | Shopping Ads Certification | Issued by Google

Graphic Design Essentials | Issued by Canva

Email Marketing: Strategy and Optimization | LinkedIn Fundamentals Certification | Issued by LinkedIn

HR recruitment & selection, and Training and development | Issued by Knowledge Academy (HRCI-PHR-SPHR-GPHR)

Sales and Marketing Mini MBA Track MCIT Scholarship | Issued by Knowledge Academy

Delf 2nd degree (A5 & A6) | Issued by Abassade de France - Centre Francais de culture et de Cooperation

SKILLS & INTERESTS/PERSONAL

- **Tools:** Hootsuite, Sprout Social, Loomly, Hubspot, Mailchimp, Active Campaign, Apollo, Tableau, Sheets, SQL, Python, Salesforce, GA4, GTM, Ahrefs, Google Search Console, Moz, SEMrush, Screaming frog, Mouseflow, Webflow, Hubspot, Magento 2, NetSuite, Stamped.io, Stannp, Unbounced, JustUno, Zoominfo Shopify, Strapi, WordPress, Typeform, LinkedIn marketing lab, Google Ads, Google Shop, Meta Ads, TikTok Business, Asana, Notion, Miro, Figma, Canva, Capcut, Adobe Photoshop & Illustrator
- **Languages:** English, French, Arabic, Spanish