

MARYAME CHAYAT

Rochester, New York | (585)-957-2384 | Chayat.ma@gmail.com

Summary

- Creative thinker, motivated marketer, and social media analyst with comprehensive knowledge of web-based marketing tools and a desire to learn more. Adept at identifying problem-areas through real time performance tracking, to implement and monitor online campaigns.

Work Experience

- Digital Marketing Associate** Jun 2019 to Apr 2020
Reflexion Interactive Technologies — Lancaster, PA
- Reviewed social marketplace of competitors, info sources, inspirational accounts and data-backed metrics to create weekly goals aimed at increasing sales and revenue.
 - Drove additional traffic based on data analytics.
 - Researched marketplace and developed ideas for daily social content.
 - Focused on vision enhancement education to the general athletic performance marketplace.
 - Assisted with the production of micro site videos.
 - Developed and monitored online campaigns.
- Sales Representative** Sep 2018 to Jan 2019
Sahara Design Concept — Marrakesh, Morocco
- Promoted interior furniture products.
 - Arranged Sales.
 - Forwarded orders to manufacturer.
- Event Planner** Sep 2014 to Nov 2014
Maison B — Casablanca, Morocco
- Organized details, such as decor, catering, entertainment, invitee list, special guests, equipment.
 - Cooperate with marketing and PR to promote and publicize event.

Education

- Bachelor of Science, Marketing, Advertising And Public Relations** Expected in May 2021
Rochester Institute Of Technology — Rochester, NY
- Dean's List Honoree [Spring, 2020]
 - Dean's List Honoree [December, 2020]
- Associate of Science, Business Administration** Dec 2018
Monroe Community College — Rochester, NY

Skills

- Trend forecasting, Project Management, Voice Search SEO, Social media analysis, Paid Social Media Advertising, Basic Design Skills, Customer Oriented, SEO, Event Planning, Market research, Content Marketing, Scheduling, Coordinating documents, Storytelling, Self-motivated.

Certifications

- Google Ads Search Certification
- Google Analytics Individual Qualification
- Hootsuite Platform Certification
- Social Marketing Certification

Awards

- Fall 2020 RAF/ROC 2025 Greater Roc Campaign Challenge

Languages

- French, Arabic, Darija, English