

MARAM ALQASSAB

GET IN CONTACT

Marketing Specialist
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PERSONAL PROFILE

A bilingual (Arabic, English) Fulbright scholar and Marketing specialist with over 4 years of international experience in Brand strategy, planning, and marketing analytics. Seeking to apply an MA degree in consumer behavior from NYU combined with marketing experience to create effective strategies.

EDUCATION HISTORY

- 2018-2020** M.A. Psychology, Social and Consumer Behavior
New York University, NY
- President of International student club
 - Liaison at the General Psychology Association
 - Case study on women's rights and culture (Qualitative research) thesis.
- 2012-2016** B.A. Business, Marketing
Bahrain Polytechnic, Bahrain

SKILLS

- Rebranding and positioning
- UX Research/design/analysis
- Quantitative and Qualitative Research
- Google Analytics, SEO, Facebook ad management, A/B Testing, Google Ad words
- SPSS, Qualtrics, Social media listening tools
- Adobe InDesign
- Squarespace website development

WORK EXPERIENCE

SindyXR, NYC, *Director of Marketing*

July 2020 - Current

- Rebranded SindyXR and repositioned it as B2B.
 - Created and ran employees' training
 - Developed the website, marketing materials, pitch decks, and strategy.
 - Mapped B2B customer journey
- Key Achievement:** Secured a new Angel investor based on the newly created brand and positioning.

United Nations , NYC, *Youth Represetative*

June 2019 - Aug 2019

- Organized different SDG-based events at the UN HQ including virtual.
- Created marketing materials, programs, and decks for SDG events
- Contacted speakers and managed a team of 10+ volunteers
- contributed to the development of the events' concepts and segments.

RAPP, NYC, *Experience Strategy intern*

June 2019 - Aug 2019

- Created clients' creative pitch decks based on insights.
 - Used consumer behavior psychology to develop POV and personas.
 - Ran competitive analysis for Capital One for their newest credit card
 - Worked on healthcare marketing strategy.
- Key Achievement:** spearheaded a thought leadership program for the clients at RAPP.

FOUR SEASONS BAHRAIN BAY, *Sales and Marketing Admin*

Jan 2017 - June 2018

- Managed CRM, RFPs, and networking events.
- Created pitches and marketing materials for international conferences.
- Developed a way to predict and capitalize on upcoming opportunities in the market.

AIESEC, BAHRAIN

Head of the Global Internship Program

June 2016 - Dec 2016

- Planned, managed a conference of 200+ international attendees.
 - Presented & created training sessions on the SDGs, leadership, and team management.
 - Secured corporate sponsors to support conferences.
 - increased startup subscriptions to the program by 100% from 2015.
- Key Achievement:** Won 1st place & funding for a Women Empowerment project based on the UN SDGs in Poland out of 126 global projects and 1000 participants.

Business Development Manager

July 2015 - June 2016

- Exceeded the fiscal goal in CSR corporate sponsorships.
- Developed a new process that was upscaled nationally and increased acquisition by 700%.

BAHRAIN CAPITAL GOVERNORATE , *Brand strategist Intern*

Jan 2016 - June 2016

- Conducted market research to develop insights of Russian tourists
 - Devised POVs and strategic roadmaps, personas and user journeys.
 - Created a Nation branding plan for Bahrain targeting Russian tourists. (Brand Positioning, competitive advantage analysis, target market identification, SEO & digital marketing ideation, etc).
- Key Achievement:** The work was highlighted in the official Bahraini tourism campaign.