



# MARYAM AHMED AL ARRAYED

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

## LANGUAGES

English – Reading and Writing - Proficient

Arabic – Reading and Writing – Proficient

## CONTACT

PHONE:

39611416 or 17685541

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## INTERESTS

- Travelling
- Reading
- Yoga
- Dance
- Photography

## STRENGTHS

- Leadership
- Communication
- Problem Solving
- Creativity
- Flexibility
- Team work

## WORK EXPERIENCE

**American University of Bahrain - Social Media and Public Relations**  
**Oct 27 2019- Jan 31 2020**

- Created social media weekly content plan
- Arranged and coordinated for external and internal university events
- Arranged photo library
- Coordinated with external suppliers for delivery of merchandise
- Created marketing plans for the department
- Edited Arabic and English press releases
- Coordinated with local newspapers to publish university's
- Monitored daily newspapers for news coverages
- Coordinated sponsored events for the university.

**Al Baraka Banking Group(B.S.C)- Corporate Communications and PR**  
**Dec 2017-Jan 2019**

- Managed content, design and structure on Al Baraka newsletter that was distributed to all Al Baraka subsidiaries.
- Assisted in arranging monthly and annual meeting of the Al Baraka Banking Group.
- Promoted the bank products in international conferences and events.
- Planned and negotiated events arrangements and costs with hotel representatives.
- Coordinated hotel booking for Al Baraka delegates during conferences.
- Managed media coverage for various events.

### **Flash Marketing Agency - Client Service Specialist**

**Oct 2017 – Dec 2017**

- Contacted Merchants and potential clients in Bahrain and Dubai to introduce them to the application
- Registered companies virtually on the application.
- Compiled the deals and offers for each merchant and uploading it online.
- Assisted in GITEX booth for the company by explaining the model to potential customers and marketing product through.

### **The Cohen International Group - Social Media Specialist**

**Dec 2016 – Mar 2017**

- Managed clients Social Media accounts
- Conducted market research including lead sourcing ideas to include in social media channels
- Recommended and create content plans for client's social media platforms.

### **Al Moayed Creative Agency - Internship**

**July 2016 – October 2016**

- Assisted in outdoor and indoor photoshoots of company's clients
- Carried out lead sourcing and conducted restaurant market research in Bahrain

## **EDUCATION**

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### **Al Ahlia University, Bahrain**

**2011 - 2016**

GPA: 3.8, Bachelor of Science in Mass Communication and Public Relations

### **Naseem International School, Bahrain**

**2008 – 2011**

High School Diploma

## **PROJECTS AND ACTIVITIES**

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- Muhlenberg College, Bahrain – Global Entrepreneurship and Innovation Program - **2019**
- Tamkeen's Mashroo3i Youth Business Awards 5<sup>th</sup> edition – **2019**
- Guests speaker for talk show "This Evening" – Bahrain TV Channel -**2019**