



Meryem Azhar

Marketing Manager



Education

- **Master's Degree in Digital Marketing**
Harbour Space University - Thailand 2022 - 2023
An in-depth program focused on digital marketing, covering areas like data analysis, SEO, SEM, and consumer behavior. Equipped with the skills to develop effective marketing strategies and adapt to a rapidly evolving digital landscape.
- **Bachelor's Degree in English Literature**
Hassan II University - Morocco 2018 - 2021
Developed strong skills in critical thinking, communication, and literary analysis, with a focus on crafting compelling narratives and understanding diverse cultural contexts.



Contact



connect.meryem@gmail.com



www.meryemazhar.com



About Me

Marketing Manager with over 5 years of experience driving revenue growth and elevating brand visibility through data-driven strategies. Expertise in customer experience research, SEO, and delivering high-impact campaigns that resonate with target audiences. Proven ability to lead teams and optimize marketing efforts for measurable, long-term results.



Skills

- Marketing Strategy
- Data-Driven Decision Making
- Customer Experience Strategy
- SEO/SEM Expertise
- Content Creation
- Team Leadership



Experience

- **Digital Marketing & Content Manager**
Multiversenv 2024 - Present
Assisted in developing and executing marketing strategies across social media, email, and SEO. Supported content creation, branding, and campaign management to enhance brand presence and align with business goals.
- **Founder/Blogger**
The Marketing Guild 2023 - Present
Founded and managed a marketing blog aimed at empowering small businesses with actionable insights and proven strategies. Consistently published high-value content, driving audience engagement, and enhancing online presence.
- **SEO Copywriter**
Starlanka 2022 - 2023
Created SEO-optimized content and guest posts, boosting Google rankings and driving revenue growth. Increased organic traffic, leading to a rise in qualified leads. Authored guest posts, contributing to improved brand authority and overall sales growth.
- **Content Specialist**
TikTok - Bytedance 2021 - 2022
Managed content moderation to ensure platform safety and compliance with community guidelines. Addressed complex cases, and collaborated with teams to refine policies and improve communication.



Languages

English
Arabic
French

