+965 9742 0598
+961 71 40 11 55
+46 73 958 20 06
malakbusiness2021@gmail.com
Hawally, Kuwait

MALAK BERRO

Your Next Marketer



I didn't grow into marketing, I navigated my way to it.

Today, I'm your media marketer. Part analyst, part storyteller, and full-time growth thinker.

I live for the brainstorms, the "what ifs," and the rush of turning ideas into **campaigns that actually work.**

EXPERIENCE

MEDIA MARKETER
APLIMAN
2024 - PRESENT

- Developed and executed strategic marketing campaigns to enhance brand visibility and lead generation, including high-impact initiatives for MWC Barcelona, AfricaCom, Gitex and other industry events.
- Managed multi-channel marketing efforts, including social media, digital advertising, email marketing, and content creation to drive engagement and conversions.
- Led campaign planning and execution, ensuring alignment with business objectives while optimizing performance.
- Oversaw the creation of compelling marketing materials, event collateral, and digital assets, ensuring brand consistency and messaging clarity.
- Worked closely with product teams to understand and position Apliman's solutions effectively, translating complex offerings into customer-centric marketing strategies.

EDUCATION

MASTER'S DEGREE IN BUSINESS AND ADMINISTRATION
Saint Joseph University of Beirut
(Sept 2021 - July 2023)

BACHELOR'S DEGREE IN BUSINESS AND ADMINISTRATION
Saint Joseph University of Beirut
(Sept 2017 - July 2020)

SKILLS

Advertising
★★★★★★★★★★

Strategic Marketing
★★★★★★★★★★

Content Creation
★★★★★★★★★★

MALAK BERRU

You've Made It This Far

This Really Means I'm Your Next Marketer :)

EXPERIENCE

MARKETING STRATEGIST

SEMPLY AGENCY
2022 - PRESENT

- Developed and executed strategic marketing plans for clients in the F&B, hospitality, and e-commerce industries, ensuring alignment with business objectives and market trends.
- Crafted comprehensive content strategies, optimizing brand messaging to engage target audiences effectively.
- Led content creation efforts, producing high-quality blog posts, social media content, infographics, and digital assets tailored for engagement and conversions.
- Implemented SEO best practices to enhance content discoverability, improve search engine rankings, and drive organic traffic.
- Analyzed marketing performance metrics, leveraging data insights to refine campaigns, improve ROI, and achieve key performance indicators (KPIs).

ACCOUNT EXECUTIVE

DENTSU
2023 - 2024

- Managed Dubai Holding's account and led content creation efforts to ensure brand consistency and engagement.
- Drove account growth by identifying opportunities to upsell and cross-sell services, contributing to increased revenue.
- Conducted in-depth client needs analysis to provide tailored marketing and advertising solutions.
- Developed compelling proposals and pitches, effectively communicating the value of services to potential and existing clients.
- Monitored industry trends and market conditions, providing informed recommendations to optimize client strategies.

SKILLS

Email marketing

Creativity

Analysis

