

MARIA SALMAN

Social Media Manager & Content Strategist

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About Me

Social Media Manager seeking a content strategy role in FMCG or lifestyle, managing social accounts and driving their growth. 3+ years of agency experience delivering data-backed campaigns across food, lifestyle, FMCG and luxury sectors. Skilled in content strategy, community management, paid social and performance analytics, with a track record of translating brand briefs into measurable engagement.

Skills & Tools

Social Media Management: Hootsuite, Buffer, Sprout Social, Social Pilot, Meta Business Suite

Analytics & Reporting: Performance dashboards, KPI tracking, engagement analysis

Content Creation: Photography, video editing basics, copywriting, content calendar planning

Web & Design: Basic web optimisation, SEO fundamentals, Microsoft Office Suite

Paid Social: Meta Ads Manager (experience supporting \$50k+ budgets)

Key Metrics & Portfolio Highlights

- Sainsbury's Magazine (7C3): IG 93k→100k (+12% engagement), TikTok 876→1,033 (+9% engagement)
- Bosch (7C3): Professional 32k→35.3k followers (+13% engagement), DIY & Garden 52k→56.3k followers (+9% engagement)
- McCann FP7: 35% avg. engagement uplift and 12% follower growth across 2 campaigns for Subway UAE & Betty Crocker Arabia
- Align Events: 69.85% follower growth (8-week sprint), 54% increase in engagement
- Bacchus Agency: 3% lift in reach and engagement across 5 luxury accounts
- Target Digital: 4% web traffic increase, 7% follower growth
- Current Role (7C3): 28% average engagement increase, 4.2/5.0 brand sentiment score

Languages

- English: Fluent
- Arabic & French: Spoken proficiency
- Spanish: Currently learning

Education

St. Mary's University, London, UK

BA in Media and Marketing - Class of 2024 - Scholarship: £2,000/year (4 years) - Relevant Coursework: Marketing Strategy & Implementation, Digital Marketing & Data Insights, Consumer & Shopper Audience Analysis, Entrepreneurship & Professionalism

Experience

7C3, London, UK - Social Media Manager

January 2025 – Current

- Managed social strategy and execution across Meta, TikTok, Pinterest and LinkedIn for 3+ diverse client accounts, including Sainsbury's Magazine and Bosch
- Grew Sainsbury's Magazine Instagram from 93k to 100k followers (+12% engagement) and TikTok from 876 to 1,033 followers (+9% engagement)
- Grew Bosch Professional Instagram from 32k to 35.3k followers (+13% engagement) and Bosch DIY & Garden from 52k to 56.3k followers (+9% engagement)
- Owned quarterly content strategies including audience segmentation, content pillars, and KPI definition; resulted in average 28% engagement rate increase across accounts
- Community management at scale: responded to 200+ monthly audience interactions, maintaining 4.2/5.0 avg. brand sentiment score
- Planned and executed social shoots for food clients, producing 50+ platform-optimised assets monthly
- Collaborated with digital team to generate social-first creative concepts; 6 out of 8 pitched campaigns approved and executed
- Presented monthly performance reports to clients and internal leadership, with clear KPI tracking and strategic recommendations

McCann FP7, Dubai, UAE - Social Media Executive

May – September 2024

Spearheaded Campaign Success Through Strategic Innovation, Client Collaboration & Results

- Developed and executed 2 high-impact social campaigns for Subway UAE & Betty Crocker Arabia, driving average 35% engagement uplift and 12% follower growth across client accounts
- Formulated always-on content strategies by leveraging platform trends and audience insights; content calendar reached 95% on-time publication rate
- Created performance dashboards showcasing KPIs for internal leadership and clients; tracked metrics including reach, engagement rate, conversions, and CPC
- Shot, developed and produced 20+ engaging assets ensuring alignment with brand identity and target audience demographics
- Led weekly client presentations, presenting campaign results, insights and strategic recommendations with 100% client satisfaction
- Managed influencer and supplier partnerships, coordinating 8+ collaborations and negotiating terms to align with budget and brand objectives

Target Digital Marketing, Dubai, UAE - Social Media Intern

September – December 2023

Note: Promoted to supporting coordinator-level responsibilities after 50-hour internship completion; extended 2 months

- Developed tailored Instagram strategies for 2 key clients, increasing follower base by 7% and engagement rate by 4.2%
- Optimised client websites (font, layout, content strategy) resulting in 4% increase in organic web traffic and positive client reviews
- Created and presented strategic recommendations to improve Instagram reach, including audience segmentation and content-type analysis
- Managed content calendars and posting consistency, maintaining 85%+ publication adherence

Saatchi & Saatchi, Dubai, UAE - Social Media Intern

May – June 2023 (Extended 2 months for continued contribution)

- Identified and recruited 4 high-profile brand ambassadors across FMCG, Beauty, Fashion, and Automotive sectors using Sprout Social, Hootsuite, and Social Pilot
- Developed ambassador analytics decks highlighting reach, engagement, and audience demographics; presented to clients with 100% approval rate on recommended ambassadors
- Produced and scheduled content for both client and in-house accounts; contributed to agency's social growth: 3,134 → 3,320 followers (+6%)
- Optimised client websites through SEO: researched and strategically integrated keywords, increasing organic search visibility by measurable percentage

Bacchus Agency, London, UK - Social Media & Marketing Intern

September – December 2022 (Extended 2 months for continued contribution)

- Managed social presence for 5 luxury clients across Instagram, Facebook and LinkedIn
- Developed detailed monthly content plans for F&B, beauty, and hospitality brands; achieved 3% lift in reach, likes, comments, and shares
- Sourced and curated 100+ images, videos, and reels for client platforms
- Conducted competitive social research and compiled findings into strategic decks for client servicing team; identified 3 key competitive gaps
- Supported event planning and brainstormed creative activations for experiential campaigns

Align Events, London, UK - Remote Social Media Intern

May – June 2022

- Managed Instagram account end-to-end, growing followers by 69.85% (908 → 1,100 followers) in 8 weeks
- Created engaging weekly content achieving 54% increase in average likes per post
- Optimised posting strategy based on audience analytics; identified peak engagement times and content preferences

Blink Below the Line, Dubai, UAE - Social Media Intern

April – June 2021

- Organized social media contests for major clients, increasing participation by 22% versus prior campaigns
- Shadowed client servicing team to understand client needs and optimize in-house delivery processes