MARIA SALMAN

Social Media Manager · Content & Community

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About Me

Social Media Manager with two years' full-time agency experience in London and Dubai, plus four earlier agency placements. Ran social end-to-end for food and lifestyle brands including Sainsbury's Magazine and Bosch, covering strategy, shoots, publishing, community and reporting. Strongest in food content, social-first production and turning performance data into the next plan.

Skills & Tools

Social & content: content strategy, content calendars, copywriting, photography and short-form video for social, community management, influencer and creator partnerships

Platforms & tools: Meta Business Suite, Meta Ads Manager (supported campaigns with $50k+ budgets), CapCut, Hootsuite, Sprout Social, Buffer, SocialPilot; Instagram, TikTok, Facebook and LinkedIn analytics

Analytics & reporting: KPI dashboards, performance reporting, audience and competitor analysis, SEO fundamentals

Languages

English: fluent
Arabic and French: spoken
Spanish: learning

Education

St Mary's University, London
BA Media and Marketing, 2024
Scholarship: £2,000 a year for four years

Experience

7C3, London, UK - Social Media Manager
January 2025 - June 2026

- Ran social end-to-end on Instagram, TikTok, Pinterest and LinkedIn for food and lifestyle brands including Sainsbury's Magazine and Bosch: strategy, shoots, publishing, community and monthly reporting.
- Pitched and led the social rollout for Sainsbury's Magazine's December cover with creator Fay Millar. The reel reached 43.7k views, well above the account's usual, in a month when magazine sales and subscriptions rose 13%.
- Lifted engagement rate on Sainsbury's Magazine Instagram by 12% while growing the account from 93k to 100k followers.
- Lifted engagement rate by 13% on Bosch Professional Instagram (32k to 35.3k followers) and by 9% on Bosch DIY & Garden (52k to 56.3k).
- Built quarterly content strategies for each account, defining audience segments, content pillars and KPIs.
- Planned and ran social shoots for food brands, producing 50+ platform-ready photo and video assets a month.
- Developed social-first campaign ideas with the digital team; 6 of the 8 ideas pitched made it to launch.
- Handled 200+ community comments and messages a month, and reported results monthly to clients and agency leadership, turning them into the next month's plan.

McCann FP7, Dubai, UAE - Social Media Executive
May - September 2024

- Developed and ran social campaigns for Subway UAE and Betty Crocker Arabia, lifting average engagement rate by 12% and followers by 12% across both accounts.
- Built always-on content plans from platform trends and audience insights; 95% of the content calendar went out on schedule.
- Shot and produced 20+ assets in line with each brand's identity and audience.
- Managed 8+ influencer and supplier partnerships, negotiating terms within budget.
- Built KPI dashboards (reach, engagement rate, conversions, CPC) and presented weekly results and recommendations to clients.

Target Digital Marketing, Dubai, UAE - Social Media Intern
September - December 2023

- Took on coordinator-level responsibilities; placement extended by two months.
- Built Instagram strategies for two clients, growing followers by 7% and engagement rate by 4.2%.
- Improved client websites (layout, typography, content), lifting organic traffic by 4%.

Saatchi & Saatchi, Dubai, UAE - Social Media Intern
May - June 2023, extended two months

- Identified and recruited four brand ambassadors across FMCG, beauty, fashion and automotive using Sprout Social, Hootsuite and SocialPilot; clients approved all four.
- Produced and scheduled content for client and agency accounts; agency followers grew 6% (3,134 to 3,320).
- Researched and integrated SEO keywords into client websites to improve organic search visibility.

Bacchus Agency, London, UK - Social Media & Marketing Intern
September - December 2022, extended two months

- Managed Instagram, Facebook and LinkedIn for five luxury F&B, beauty and hospitality clients including Cipriani Doha; monthly content plans lifted reach and engagement by 3%.
- Ran competitor research for the client servicing team, identifying three gaps to act on.

Align Events, London, UK - Social Media Intern (remote)
May - June 2022

- Ran Instagram end-to-end for eight weeks, growing followers by 21% (908 to 1,100) and average likes per post by 54%.

Blink Below the Line, Dubai, UAE - Social Media Intern
April - June 2021

- Organised social contests for major clients, raising participation by 22% on previous campaigns.