

MARIA SALMAN

Social Media Manager & Content Specialist

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About Me

Creative and results-driven Social Media Marketing Specialist with hands-on agency experience delivering social-first campaigns across food, lifestyle, FMCG, and luxury brands. Experienced in content creation, community management, performance reporting, and supporting paid social campaigns, with a strong ability to translate briefs into engaging, platform-optimised content. Passionate about social media culture and emerging trends, I bring a proactive, collaborative mindset and a drive to create impactful work that grows engagement and strengthens brand presence.

Education

St. Mary's University London

Class of 2024

BA in Media and Marketing

- Scholarship of £2000 per year for Academic Excellence

- Student Ambassador

- Relevant coursework: Marketing Strategy & Implementation, Entrepreneurship & Professionalism, Digital Marketing & Data Insights, Consumer & Shopper Audience

Dubai American Academy

Class of 2020

International Baccalaureate

Leadership

Nadine Abou Summer Camp Lebanon

Counsellor 2016, 2017, 2018, 2019

- Responsible for children's health and safety

- Planned engaging, creative and educational activities

- Collaborate closely with the other counsellors to ensure diversity in the activities provided

Chang Mai School Thailand

Student Volunteer February 2016

Skills

Microsoft Office

Hootsuite

Sprinkler

Buffer

Web Design

Experience

7C3 - Social Media Manager

Jan 2025 - Current

- Planned, created, and published social media content across multiple platforms (Meta, TikTok, Pinterest, LinkedIn) for a diverse client portfolio.
- Managed day-to-day community management and responded to audience interactions to grow and maintain online communities.
- Wrote copy for social posts, campaigns, and commercial partners, ensuring brand voice consistency and creative storytelling.
- Planning and executing social media shoots, particularly for food and lifestyle clients.
- Collaborated with the Digital & Social team to generate creative, social-first ideas and campaigns that met client objectives.

McCann FP7 - Social Media Executive

May - Sept 2024

Spearheaded Campaign Success through Strategic Innovation, Effective Client Collaboration, and Precision Management

- Developed and executed six highly successful social media campaigns, driving significant engagement and brand visibility
- Formulated always-on content strategies by consistently leveraging trends and insights
- Created reports and dashboards to showcase page performance to both internal management and clients
- Shot, developed and produced engaging content for clients' social media pages, ensuring alignment with brand identity and target audience
- Provided day-to-day account support while managing multiple projects simultaneously
- Presented campaign ideas, results, and insights to clients during weekly meetings, ensuring alignment and progress on both campaigns and always-on activities
- Liaised and communicated with suppliers and influencers to coordinate the account's latest projects and campaigns, ensuring timely collaboration and successful execution

Target Digital Marketing - Social Intern

Sept - Dec 2023

Developed and executed tailored social media strategies, managing clients' Instagram pages to boost engagement and follower growth

- Handled and managed a client's Instagram accounts by creating content calendars, posting engaging content consistently and increasing the number of followers by 7%.
- Enhanced client websites by optimizing font, layout, and content, resulting in a 4% increase in web traffic and positive client reviews
- Developed and presented strategies to improve the Instagram page reach within the core audience

(At the completion of the 50 hours internship, I was asked to extend by an additional 2 months)

Saatchi & Saatchi, U.A.E - Social Intern

May - June 2023

Identified and helped recruit four high-profile brand ambassadors across FMCG, Beauty, Fashion, and Automotive sectors to drive social media engagement

- Recommended 10 and locked in 4 ambassadors for our clients through Sprout Social, Hootsuite & Social Pilot
- Developed multiple decks highlighting ambassadors' social analytics options and presented them to the client

Produced engaging, brand-aligned content for both clients and in-house teams, driving audience engagement and reinforcing brand identity across digital platforms

Languages

English
Arabic
French
Learning Spanish

- Created, scheduled, and published social content, including engaging text posts, videos, and images
- Contributed to the growth of the agency's social page followers, increasing from 3,134 to 3,320
- Enhanced clients' websites through SEO optimization, increasing their visibility in organic search results
- Researched keywords and strategically integrated them into relevant content
- Suggested ideas to improve UI by enhancing user value through meeting needs rather than manipulating search engine rankings.

Bacchus Agency, U.K - Social Media & Marketing Intern

Sept - Dec 2022

Managed and optimized social media presence for five luxury clients across Instagram, Facebook, LinkedIn, and Snapchat, driving brand awareness and high-value audience engagement

- Contributed to the development of detailed monthly content plans for F&B, beauty, and hospitality brands, leading to a 3% increase in reach, likes, comments, and shares
- Assisted the creative team in sourcing images, videos, and reels for clients' social media platforms
- Conducted social media research to assess clients' competitive landscape and compiled findings into decks for the client servicing team.

Supported event planning for various brand initiatives

- Attended internal meetings and brainstormed ideas for creating impactful events at key venues across London

Align Events, U.K - Remote Social Media Intern

May - June 2022

Managed Instagram account growing the following by 69.85%, from 908 to 1,300

- Created engaging and captivating weekly content leading to 54% more likes

Blink Below the Line, U.A.E - Social Media Intern

April - June 2021

Assisted in organizing social media contests for major clients
Shadowed the Client Servicing team to better understand clients' needs and how to effectively deliver them in-house.