

# Mariyam Naeem

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## SUMMARY

Results-driven **Digital Marketing & Social Media Strategist** with 4+ years of experience driving brand growth and high-impact engagement. Proven track record of generating **1M+ impressions**, managing teams of 10+, and scaling e-commerce revenue by **600%+**. Expert in leveraging AI-driven workflows (Claude, Zapier, Canva AI) to optimize content production and operational efficiency.

## SKILLS & CERTIFICATIONS

- **Social Media Management & Strategy:** Hootsuite (Scheduling and Analytics), Meta Blueprint (Instagram/Facebook), TikTok, LinkedIn, X, Influencer Marketing, Content Strategy & Storytelling
- **AI & Content Generation:** Gemini, ChatGPT, and Claude (Advanced Prompting & Multi-channel Strategy).
- **Digital Design & Visual AI:** Nano Banana, Canva AI, and Adobe Creative Suite (Photoshop, Illustrator).
- **Marketing Automation & Strategy:** Zapier (Workflow Automation), Mailchimp (A/B Testing), HubSpot, and Shopify.

## WORK EXPERIENCE

### OneMAX

Head of Marketing

January 2024 – Present

Marketing Manager

September – December 2023

- **Leadership:** Promoted within 4 months to build and lead a **10+ person team** and execute branding for 50+ events, driving a 32% YoY increase in attendance.
- **Social Strategy & Growth:** Leveraged **ChatGPT and Claude** to scale digital presence to 60K+ followers and 1K+ impressions, reducing content creation time by 40% while maintaining brand voice across 12+ weekly posts.
- **Social Analytics:** Managed end-to-end strategy for 4 platforms using **Hootsuite**, utilizing AI-driven sentiment analysis and scheduling to increase brand visibility by 25%.
- **Email & Conversion:** Managed automated Mailchimp campaigns with rigorous A/B testing, achieving a **46% average open rate** and boosting brand awareness.
- **B2B Branding:** Developed high-impact sponsor materials and annual reports that maintained MAX's brand identity while effectively communicating value to global partners, including **KPMG, Deloitte, and EY**.

### Seldon Institute

Marketing Consultant (Contract)

June 2025 – January 2026

- **Brand & Visual Strategy:** Developed foundational branding guidelines and 20+ high-engagement assets using **Canva AI**, resulting in a successful **LinkedIn and Instagram** launch and a 30% increase in user interaction.
- **Digital Transformation:** Orchestrated comprehensive website enhancements and a **Shopify** integration strategy to support the launch of a new gift shop, aligning e-commerce functionality with brand identity.
- **Partnership & Event Growth:** Facilitated a key strategic partnership with a local Chicago women's wellness organization, coordinating high-impact events that expanded community reach.

### Naeem Gifts

Founder & Digital Lead

December 2021 – March 2024

- **E-commerce Growth:** Scaled a boutique e-commerce venture to \$12.5K revenue in a single peak month by integrating influencer marketing and Shopify optimizations.
- **Organic Content Creation:** Produced visual assets and video content resulting in 140K+ organic views across Instagram Reels and TikTok.
- **Full-Funnel Marketing:** Implemented data-driven SEO and email strategies that drove a 637% increase in sales and a 98% surge in web traffic.

## EDUCATION & CERTIFICATIONS

### York University

January – July 2022

SCS Certificate: Digital Marketing - Content, Channels, Automation & Analytics (97% Average)

### McMaster University

September 2015 – April 2020

Bachelor of Arts (B.A.): Honours Economics

**Certified:** HubSpot (SEO, Social Media, Email), Google (Ads & Analytics), Meta Blueprint