

MAYA ELBATT

ACCOUNT & MARKETING EXECUTIVE

CONTACT

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EDUCATION

2020 to 2024

MSA University

Bachelor's Degree in Mass Communication
(Advertising & PR)
GPA 3.49 · Validated by U. of Greenwich & U.
of Bedfordshire

2019

Religieuses Franciscaines

High School Education (French system)

SKILLS

- Project & account management
- Content strategy, mapping & creation
- Event management
- Market research & reporting
- Client relationships & communication
- Strategic & critical thinking
- AI prompting (ChatGPT / Claude)
- Shopify site building

LANGUAGES

- English · Fluent
- Arabic · Fluent
- French · Basics

PROFILE SUMMARY

An organized, results driven Account & Marketing Executive and content & brand strategist. I have owned the full stack of an account: client communication, programming, event operations, content strategy and reporting, and helped drive 10M+ views while growing @creativeindmena from 45K to 77K+ followers. A detail oriented problem solver, I collaborate well in fast paced environments and won the Cannes Lions RHSA competition against 30 peers.

WORK EXPERIENCE

Creative Industry Summit

Oct 2025 to Present

Senior Account Executive → Senior Marketing Executive

- **Programming:** Led programming ideation, translating industry trends into relevant panel sessions.
- **Marketing:** Owned content strategy, mapping & creation; produced a TVC + Radio spot with partner BAM.
- **Impact:** Helped drive 10M+ views and grow @creativeindmena from 45K → 77K+ followers.

Cannes Lions · RHSA Program

Jun 2026

Selected delegate & winning campaign lead

- Selected through a competition among 30 Egyptians to attend Cannes Lions.
- Led the winning team (1 of 6) across 5 groups with a campaign for Six Degrees (Kevin Bacon's organisation).

Bayou (@bayousworld)

Jun 2025 to Present

Social Media Content Creator

- **Marketing:** Developed content ideas to promote his Arabic album and merch line.
- **Partnerships:** Brought in collaborators to help him grow in a new market.
- **Team & production:** Managed video editors, videographers, the content calendar and team direction.

Mint & Co

Jun 2024 to Jul 2024

Account Executive (Internship)

- **Client communication:** Drafted emails & presentations, took notes in client meetings.
- **Project coordination:** Managed timelines & deliverables to keep projects on track.
- **Market research + internal liaison** between the account team and creative / media.

MOTN · Dubai Festival

Dec 2023 to Jan 2024

Brand Manager & Event Organizer

- **Vendor management:** Primary on site manager for 3 food vendors: Milktrain, Coqfighter & Badboyz Pizza.
- **Operational oversight:** Monitored punctuality & performance to hold service standards.
- **Quality control:** Proactively resolved issues to keep customer satisfaction high.

Freelance & Translation

Since age 15

Company profiles · FR→AR/EN translation · events

- French→Arabic & English translator for Albis Plastics.
- Produced company profiles for Qatar brands & venues; organized various events.
- Currently building a Shopify site (La Relance).