

# MIREILLE ISKANDER

## MY PORTFOLIO

### CONTACT DETAILS

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United Arab Emirates

### LANGUAGES

Arabic - Native  
English - Fluent

### EDUCATION

#### ESLSCA UNIVERSITY (Remote - France/Egypt)

MBA - Digital Transformation, Dec 2022

- Majored in Digital Transformation
- Minored in Entrepreneurship
- GPA of 3.7

#### OCTOBER 6 UNIVERSITY - Cairo, Egypt

Bachelor of Arts - Faculty of Languages,  
Literature & Translation, Jun 2016

- Majored in French Language, Literature & Translation
- Minored in Spanish Language & Conversation
- Cumulative GPA 3.3

### CERTIFICATIONS

#### GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

Google, Coursera | OnGoing

#### INFLUENCER MARKETING CERTIFICATION

Meltwater, Online | 2023

#### SOCIAL MEDIA MARKETING CERTIFICATION

HubSpot Academy, Online | 2020

#### SEO, GOOGLE ADS & GOOGLE ANALYTICS

INC Academy, UAE | 2019

#### LEADERSHIP COURSE

YELLA: Canadian Program For Young  
Leaders in the Middle East, Egypt | 2008

## Summary

Experienced social media advertising professional with a proven track record of elevating brands across diverse industries. My expertise spans renowned brands in **FMCG** (Coca-Cola, Pringles, Kellogg's, Colgate, Al Rawabi Dairy, Switz), **healthcare** (Al Jalila Children's Hospital, Emirates Healthcare Group), **government** (Dubai Healthcare City, Dubai Fitness Challenge), **real estate** (Bayut), **fashion & lifestyle** (Revolve, Tom Ford, Cerruti 1881, Isadora, Ajmal Perfumes), **automotive** (MOOV, Al Futtaim Automotive), **technology** (Google Cloud, Sony), and **banking** (Dubai Islamic Bank). Specialising in crafting engaging strategies and content, I excel in content creation, paid media, influencer partnerships, and social engagement tactics. With a focus on both B2B and B2C sectors, I drive impactful social media campaigns across consumer goods, healthcare, finance, technology, and hospitality industries.

## Career History

### Influencer Manager (Strategic Brand Partnerships & Social Media Influence)

Socialize / We Are Social - Dubai, UAE | Jan 2023 - present

- Achieved 5.6 x YOY revenue in my first year by increasing the clients' spending 15 times.
- Successfully executed 45 campaigns with a retention rate of 87% & 30% new business.
- Established the Influencer Marketing Department at Socialize, transforming our approach to cater to diverse brands' needs.
- Pioneered a standardised process, integrating robust data analytics for informed decision-making. Leveraged data insights to refine influencer selection, negotiation, and content strategies, optimising ROI.
- Led a dynamic team overseeing end-to-end influencer management. Managed financial forecasting, utilising data analytics for trend identification and strategic decision-making. Provided strategic guidance, optimising communication within internal and external teams.
- Led the creation and execution of innovative global influencer strategies, managing the entire lifecycle of partnerships—from selection and negotiation to contract management, content briefing, review, and performance monitoring.
- Orchestrated storytelling moments and compelling content, integrating data analytics to measure impact on brand affinity and engagement. Developed clear strategies, leveraging data analytics to evaluate and refine influencer partnerships for optimal brand exposure.
- Collaborated seamlessly with media and creative teams, using data analytics to inform an integrated strategy aligning audience, content, and platform for effective influencer-brand communication. Implemented a robust framework for planning, execution, and measurement of influencer campaigns, optimising strategies based on real-time data.
- Authored thought leadership pieces, incorporating data insights to position Socialize as an industry leader in influencer marketing trends. Ensured team goals were met by fostering a collaborative, goal-oriented environment, leveraging data analytics for continual improvement and excellence.

### Content & Influencer Manager

Wavemaker MENA (WPP) - Dubai, UAE | Jan 2022 - December 2022

- Led the creation and execution of innovative global social content and influencer strategies, managing the entire lifecycle of partnerships—from selection and negotiation to contract management, content briefing, review, and performance monitoring.
- Conducted thorough market research, staying ahead of trends & the competitive landscape.
- Managed all aspects of influencer partnerships, including budget negotiations for long and short-term contracts with clients.
- Provided guidance to internal teams for optimal communication within campaign teams.
- Developed clear and concise briefs, fostering long-term relationships with talent agencies and influencers for additional organic brand exposure.
- Collaborated with the media planning team to align audience, content, and platform for effective influencer-brand communication.
- Created dedicated reports for global and local influencer marketing activations, translating data into recommendations and best practices.
- Supported regional events and activations through a defined influencer content strategy plan. This role demanded a dynamic combination of strategic thinking, hands-on partnership management, and data-driven optimization for impactful social content and influencer campaigns.

## TECHNICAL SKILLS

- Data Analysis
- Content Research, Strategising & Creation
- Social Media & Influencer Management
- Media Planning & Buying
- Social Tools: HubSpot, SocialBakers, Sprout Social, Emplifi
- Influencer Tools: Tagger, Upfluence,
- SEO/SEM
- Social Competitor Analysis
- Public Speaking & Presentation Skills
- Basic Knowledge of HTML5/CSS
- Project Management Technique
- Leadership and Team Management
- Employee training and development
- Department Budget Management

## VOLUNTEER

### WPP STELLA MENA

2022

Volunteer within the Networking Committee to connect, inspire and empower WPP Women to fuel growth and inspire business performance across the group regionally.

### WPP NEXTGEN COMMUNITY

#### POD LEADER

2022

*Volunteer to conduct online community discussions for WPP NextGen leaders.*

### GUEST SPEAKER - FEKRETAK SHERKETAK

2021

Fekretak Sherketak is a resources hub by the General Authority for Investment and Free Zones (GAFI) in Egypt that offers complete packages of supporting services for entrepreneurs.

I was an honorary mentor giving a monthly online session with regard to digital Marketing & Advertising and how to set up a company's online presence.

### PRESENTER - ENACTUS O6U

2012 - 2016

Managed to showcase how the team transformed lives with our non-profit sustainable projects to help the less fortunate achieve better life standards while improving our entrepreneurship skills through organising fundraising events, project planning, seeking sponsorships, and team management.

## REFERENCES

\*Can be provided upon request.

## Account Manager

digitalfarm - Abu Dhabi, UAE | May 2021 - Dec 2021

- As the primary liaison between the agency and clients, specialised in government, healthcare, and automotive client management in the UAE, including projects for Emirati Genome, Al Jalila Children, Dubai Healthcare City, and Al Futtaim Automotive (MOOV, Toyota)
- Developed and executed client strategies and proposals, prioritising timely & budget-friendly delivery.
- Played a pivotal role in overseeing content creation and production tasks, directing content shoots to maintain impeccable quality standards and strict adherence to briefs.
- Demonstrated proficiency in crafting bilingual monthly calendars featuring innovative concepts and detailed creative briefs.
- Facilitated seamless collaboration through effective brief and debrief sessions, fostering strong working relationships with creative designers.
- Proactively managed accounts, formulating content strategies aligned with client needs & objectives.

## Digital Account Manager

Crayons Communications / YAAP - Dubai, UAE | Jan 2019 - May 2021

- Managed end-to-end projects encompassing website development, on-ground production, and a spectrum of social media initiatives at a dynamic boutique advertising agency.
- Acted as the driving force behind presenting and implementing innovative client solutions, adeptly translating diverse client needs into comprehensive, actionable plans.
- Collaborated closely with the Account Director to formulate and refine digital media strategies, communication plans, and creative briefs.
- Played a pivotal role in crafting compelling proposals and contracts for both prospective and existing clients, ensuring a clearly defined scope of work to meet and exceed client expectations.
- Established and maintained robust client relationships, serving as the primary point of contact.
- Demonstrated an unwavering commitment to understanding client needs, fostering open lines of communication, & consistently delivering exceptional service to cultivate long-term partnerships.
- In the realm of strategic digital marketing, led the charge in formulating and executing plans aligned with client goals, leveraging in-depth research and competitor analysis.
- Demonstrated expertise in the realm of paid advertising, orchestrating and optimising campaigns across multiple platforms.
- Meticulously monitored campaign performance, conducted A/B testing, and implemented strategic adjustments to maximize effectiveness and return on investment.
- Excelled in influencer management, identifying and nurturing relationships with a diverse portfolio of influencers.
- Contributed significantly to business development efforts by playing a key role in pitching for new clients. Consistently showcased the agency's capabilities, unique value proposition, and demonstrated potential for delivering outstanding results, thus contributing to the agency's sustained growth trajectory.

## Customer Service Supervisor / Marketing Specialist

Emirates Driving Institute - Dubai, UAE | Jan 2018 - Dec 2018

- Manage the ladies section team for license registration, classes, tests & license issuance.
- Manage customer requests and complaints from walk-ins as well as call center escalations with regards to class scheduling, assessments and RTA exams.
- Manage and respond to online queries on social media and ensure the right information is shared with the customers.
- Translate English comms to Arabic and proofread the Arabic content & develop social media strategies coinciding with new service releases and offer campaigns.

## Travel Advisor - SME (Trainer/Supervisor)

Teleperformance: ExpediaForTD - Cairo, EG | Aug 2015 - Dec 2017

- Handle customers' travel itineraries from all around the globe, whether to plan, modify or cancel including airline tickets, hotel bookings, car rentals, package trips, and activities. Coach newly hired & tenured advisors on opportunities found by monitoring their performance on and off the phone and conducting pop-up quality checks.
- Conduct training sessions for the newly hired on the product knowledge and skills acquired by experience for 2 weeks or more if required as well as role-playing activities to develop interpersonal skills (e.g. negotiation, teamwork, and conflict management)
- Liaise with Call Center Managers to conduct on-the-job coaching sessions.