




# KARIM SELIM

## PERSONAL PROFILE

A graduate from the American University in Dubai, with a Marketing degree. A hard-working individual, with problem-solving skills and a critical thinker who is always eager to learn new skills and face new challenges.

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 Dubai, United Arab Emirates

## SKILLS

- Microsoft Office
- Quantitative Analysis
- SPSS
- Time Management
- Leadership
- Communication
- Search Engine Optimization
- Digital Marketing
- Problem Solving
- Social Media Campaigns

## EDUCATION

Sep 2019 - May 2023 AMERICAN UNIVERSITY IN DUBAI

### **Bachelor of Business Administration - Marketing**

- Graduated Magna Cum Laude with a cumulative GPA of 3.83
- Placed on the Dean's Honor List during 7 semesters
- Recognized as one of the outstanding business students in AUD and invited to Beta Gamma Sigma, which includes the top 10% of undergraduates

#### **Key projects:**

- Created multiple websites using Wix software.
- Wrote a Business Research Paper about the Covid-19 Impact on Zoom
- Wrote a Marketing research paper about a car dealership company
- Created a survey and analyzed data using IBM SPSS software.

Sep 2005 - Jun 2019 DUBAI INTERNATIONAL PRIVATE SCHOOL  
High School Diploma

## CERTIFICATES

- Hubspot Social media certificate
- Google ads search certificate
- google ads display certificate
- google analytics individual certification

## WORK EXPERIENCE

Sep 2023 - Present Social Media Marketing Executive - Boosted Autoworx - Dubai

- Managing and maintaining the company's social media accounts, ensuring consistent and engaging content.
- Analyzing performance metrics to improve content strategy and increase online presence.
- Contributing innovative concepts and ideas for video content, enhancing the company's visual marketing strategy.
- Collaborating with production teams to bring creative concepts to life and producing engaging video content for the brand's social media and marketing campaigns.

Sep 2022 - Mar 2023 Marketing Intern - L'Origine FZZ - Sharjah

- Developed survey for Gen Z consumers to understand their preferences in the beauty industry
- Ran several competitive analysis to identify potential campaign opportunities
- Worked hand-in-hand with the team in a beauty convention, resulting in a successful exhibition which generated numerous potential leads to the company

## LANGUAGES

- Native in Arabic
- Fluent in English