MAYA EL-MOUSSAOUI

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With 4 years in strategic account management, media strategy and client partnerships, I managed multi-market campaigns for Aramco across 10+ markets, overseeing $60M in annual investment. Skilled in business metrics, stakeholder management and AI-enabled tools, I drive data-led growth and client outcomes. US citizen.

WORK EXPERIENCE

Universal McCann **04/2024 - Present**
Communications Planner

- Developed Aramco's strategic planning across 10 markets, managing a $60M budget and analyzing business metrics and campaign insights to optimize spend, identify growth opportunities and align recommendations with client objectives.
- Analyzed campaign performance and market delivery, presented targeting recommendations to senior client stakeholders that drove optimization, informed planning and supported forecasting.
- Drove operational excellence by coordinating cross-functional campaign delivery across creative, programmatic, paid search and paid social teams across multiple markets, leveraging Asana and Omnicom AI tools to streamline workflows and manage competing priorities efficiently.
- Spearheaded China market account strategies and team leadership, overseeing client presentations and cross-channel execution, driving a 200% increase in lead generation within three months through influencer and social media campaigns.
- Mentored junior team members on operational processes and financial tools, improving workflow efficiency and supporting senior leadership with day-to-day operational tasks.

Goodstuff Communications **07/2022 - 03/2024**
Planning Executive

- Translated multiple retail client briefs into integrated media plans that aligned with brand and business objectives.
- Generated post-campaign analysis using AdIntel, TGI, Brandwatch, and Mediatel, delivering actionable insights that shaped future campaign strategies.
- Contributed to new business pitches by devising creative campaign content and strategic communications ideas to support brand planning and secure new clients.
- Streamlined financial operations by managing bookings and billings via Mediaocean and Prisma with 100% accuracy.
- Maintained consistent communication with clients and vendors, thereby strengthening relationships and enhancing satisfaction scores.
- Completed the IPA Foundations certification and pursued continuous learning on advertising industry trends and developments through regular media owner seminars.

EDUCATION

BA (Hons) - Media, Journalism and Cultural Studies • Cardiff •
Cardiff University 01/2017 - 01/2021

CERTIFICATIONS

IPA Foundations Certificate
Google Digital Marketing & E-commerce Certificate
Google Fundamentals of Digital Marketing

SKILLS

- Account & Project Management
- Arabic Speaker
- Budget Management
- Business Acumen
- Campaign Dashboards
- Client & Stakeholder Management
- Collaborative Planning
- Market Research (Nielsen, Kantar, GWI, DEN)
- Media Planning & Buying