

Maryam Mohamed Tariq Javed

PhD in Business Administration (Marketing)

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Summary

PhD candidate in Marketing at Concordia University with a strong foundation in consumer behavior, digital marketing, and brand strategy. Experienced in leading content and growth initiatives that drive engagement and brand awareness. Deeply interested in understanding how consumers make decisions in digital environments.

Work Experience

Growth Hacker

Onion Insights Pvt. Ltd., Mumbai, India

Jan 2025 to Jul 2025

- Developed content marketing strategy to enhance brand awareness
- Managed online reputation of brand to proliferate talent acquisition
- Developed content for rehashed company website

Social Media Marketing Manager

StudyPal.co, Mumbai, India

Jul 2021 to Jan 2022

- Led the content marketing team and developed effective campaigns to increase app downloads by 30%
- Increased CTR and Engagement Rate for LinkedIn posts by 50% through collaboration with influencers

Assistant Manager, Trade Finance

Kotak Mahindra Bank Ltd., Mumbai, India

Aug 2014 to Oct 2016

- Managed end to end processing of international trade finance documents including Bank Guarantees, Buyers Credit and Letter of Credit
- Received special recognition (from the key client) for processing high value USD 14M guarantees with a minimum turnaround time of 2 hours from initiation to completion

Education

Concordia University, Canada

PhD in Business Administration (Marketing)

2025 – present

University of Manchester, UK

Master of Business Administration

2018 – 2020

Durham University, UK

MSc. Marketing Management

2012 – 2013

Skills

- Market Analysis
- Problem-Solving
- Time Management
- Presentation Skills
- Networking
- Market Research

MBA Internship

Morrisons, Grimbsy, UK

Jul 2019 to Sep 2019

- Led, managed & executed the assigned project (Salmon Project) within the stipulated time of 10 weeks
- Presented findings and recommendations to the CEO and the recommendations were implemented

Language

- English
- Hindi
- Urdu