



Mona Ameri

Social Media Director

Paris, France

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Links

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Languages

Arabic (Native)

English (Native)

French (Fluent)

Persian (Native)

About

Je suis quadrilingue, passionnée et dynamique, expert en Marketing Digital avec plus de 9 ans d'expérience. Je suis spécialisée dans le développement de pages Instagram à très fort engagement. Ma réussite repose sur ma compréhension approfondie des utilisateurs de réseaux sociaux, la création de contenus engageants, et le développement d'un ton adapté au destinataire. J'ai une expérience dans la collaboration avec des marques, des institutions et des créateurs de contenus pour atteindre des objectifs communs. Mon objectif est de stimuler les connexions et d'optimiser la visibilité en ligne grâce à des stratégies de communication efficaces et ciblées.

BRANDS WORKED WITH

Manodeliar

Diwane

Experience

● Social Media Director

Manodeliar | Jun 2016 - Aug 2022

- Crafted and implemented innovative digital marketing strategies, boosting online presence and engagement by 35%.
- Managed and coordinated daily content across various online platforms, achieving a 49% engagement.
- Worked with influencers to create authentic and engaging content, increasing brand awareness and driving conversions.
- Coordinated influencer-generated content that led to 18% in conversion rates within the first 5 months of the project.
- Built and managed a follower base of +70K on Instagram.
- Monitored and managed Manodeliar's social media presence, transforming its Instagram page into Iran's leading digital fashion and lifestyle page in 24 months.
- Established numerous partnerships with renowned brands such as La Prairie, L'Oréal, Guerlain, Schwarzkopf, Filorga, Braun, Sunsilk, Garnier, Maybelline, Bioderma, Y/our, Laurent Mazzone, Caprice, and Dove Unilever for their campaigns.
- Conducted and broadcasted the "Tea Talk Show with Manodeliar," featuring interviews with over 500 prominent guests, on the Instagram platform of "Manodeliar" generating over 1 million viewership during the lockdown period.
- Monitored trending topics and made recommendations for content strategy adjustments.

● Editor in Chief

Diwane | Jul 2015 - Jul 2016

- Established and managed a team of 10 employees.
- Revamped the editorial voice of the journal, broadening the focus by shifting the tone to a reader-friendly version. Introduced additional sections such as art, culture, and books to align with readers' interests.
- Coordinated with writers, prepared an editorial calendar, and developed a schedule aligned with the company's objectives.
- Represented the brand at public events and formed partnerships, especially for charitable causes such as Behnam Charity and Mahak Charity.
- Created and managed the social media platforms, fostering a community growth of over 3,000 in four months.
- Developed the annual content strategy and managed content proposals.

Education & Training

2023 - 2025 ● University of Liverpool

MS Digital Marketing,