

MARIA GAIED

Media Planning | Advertising Strategy | Consumer Insights

Indianapolis, IN | (317) 746-5910 | mgaiedh@gmail.com | [LinkedIn](#) | [Portfolio](#)

SKILLS

Media Planning • Media Strategy • Campaign Strategy • Audience Analysis • Consumer Insights • Consumer Research • Audience Segmentation • Integrated Marketing • Brand Strategy • Social Media Strategy • OOH • Competitive Research • MRI-Simmons • Mintel • Statista • Microsoft Excel • PowerPoint • Adobe Creative Cloud • Canva

EDUCATION

Indiana University - Bloomington, IN

Bachelor of Arts in Media - Media Advertising (Planning)

Aug 2022- May 2026

Minor in Marketing - Kelley School of Business

GPA: 3.5/4.00

PROJECT EXPERIENCE

Doritos × PepsiCo Integrated Marketing Campaign

Aug 2024 - Dec 2024

- Analyzed Mintel and Statista research to identify Gen Z consumer insights and audience targeting opportunities.
- Developed an integrated media strategy designed to increase U.S. penetration by 5%.
- Recommended social, influencer, OOH, and promotional media activations aligned with campaign objectives.
- Delivered final media strategy and campaign recommendations to PepsiCo representatives.

Chick-fil-A Brand Strategy Pitch

Aug 2024 - Dec 2024

- Analyzed MRI-Simmons data to identify fast-food consumer behaviors and audience characteristics.
- Identified a 19M-person target audience using demographic and psychographic insights.
- Developed a brand and creative strategy positioning Chick-fil-A as an elevated everyday dining experience.
- Translated audience insights into creative concepts and experiential recommendations.

Soursop Nutrition Integrated Marketing Campaign

Aug 2024 - Dec 2024

- Conducted primary and secondary consumer research among adults ages 18–24.
- Identified audience behaviors, media habits, and opportunities for audience targeting.
- Developed a \$200K integrated marketing campaign across social, experiential, sampling, and email.
- Delivered campaign strategy and recommendations directly to company founders.

PROFESSIONAL EXPERIENCE

Medical Grace Transport - Indianapolis, IN

Business Development & Client Relations Coordinator

Jan 2025 - Present

- Research prospective brokers, healthcare facilities, and clients to identify business development opportunities.
- Coordinate outreach and ongoing client and partner communications to support new business acquisition.
- Develop marketing materials and external communications for company outreach.
- Maintain relationships with brokers, facilities, and clients while coordinating requests and business needs.

Operations & Client Relations Coordinator

Nov 2022 - Dec 2024

- Coordinated scheduling and day-to-day communication across clients, brokers, and internal operations.
- Managed client needs and resolved scheduling and service issues in a fast-paced environment.
- Used Microsoft Excel for financial reconciliation, data tracking, and operational reporting.
- Supported broker onboarding, agreements, documentation, and administrative processes with strong attention to detail.

CERTIFICATIONS

Digital Media Essentials — Basis

Sept 2024

Adobe Graphic Designer Professional Certificate — Adobe

In Progress

LANGUAGES

English
Native

Arabic
Native

Armenian
Conversational