SELECTED WORK

Dounia *Karam.*

I lead beauty launches and create the content around them, from the first brief to the moment guests walk in.



Marketing Lead · Founder of Kamlin Studio

Casablanca, Morocco / Open to opportunities in the UAE

@douniakaram_

24 SEPTEMBER 2026 · DAR EL GHALIA, BOUSKOURA

A year of ZEERA

Moroccan haircare brand ZEERA celebrated its first anniversary and launched a shampoo, conditioner and rice serum.

MY ROLE

I managed the whole event, from concept and spatial design to delivery, and personally selected, briefed and coordinated the influencers.

THE GUEST JOURNEY

From the photo area to the oil workshop, each space invited guests to discover the brand. A dermatologist talk and the Good Hair Club completed the experience.







Event entrance, anniversary cake and entrance design drawing

10,000 units sold out within 48 hours of the launch. Demand continued after stock ran out.

Watch both event films

Open the full production deck (French)

My most-viewed Reels

Recipes and family moments, told in Moroccan Arabic on @douniakaram_.



4.8M

REEL VIEWS

Onion soup with my family



2.4M

REEL VIEWS

A day in the countryside

ACCOUNT AUDIENCE

1.5M

views across all account content in the 30 days leading up to 13 May 2026.

Reel view counts are those displayed on my profile in May 2026.

Watch my Reels on Instagram

Selected beauty campaigns



MARKETING LEAD

Athire

I developed short-form video scripts and UGC briefs for the self-care range, including content for Allergy Calm.



FILM CONCEPT

Gleamy

For Super Collagène, I wrote a 24-second vertical film and built a storyboard combining a beauty portrait, product shots and 3D animation.



ART DIRECTION

Rome Soins

For the oils and soaps, I created a visual direction inspired by Moroccan hammam rituals, zellige tiles and the craft of argan production.

From brief to publication

EDITORIAL PLANNING

Dermocare

For the Blue Cleansing Gel, I coordinated a weekly creator calendar across TikTok videos, Instagram Stories and a collaborative Instagram post.

CREATOR BRIEF

Hyaluro25

For an eye-care product, I developed a story inspired by our mothers' coffee masks. Coffee beans, natural light and filming without filters shaped the creative brief.

Let's work together

I am exploring brand marketing, events and content creation roles in the United Arab Emirates.

EXPERIENCE

Marketing Project Manager at High Tech Dermatology, Marketing Lead at Athire and Founder of Kamlin Studio.

Instagram TikTok Kamlin Studio