Mariam Ammar

Style Coach & Makeover Expert

00974-50276148 Doha, QATAR mariiamtii@hotmail.com

PROFILE

- I have learned that our background and circumstances may have influenced who we are, but we are responsible for who we become! People are so much more than a reflection in the mirror!
- We live in a world full of trends, but we should be SMART in choosing only what fits us! I believe that each one of us has many imperfections that are perfectly perfect and make us UNIQUE!
- This has been my career for the past 8+ years — I have guided more than 3000 ladies around the world to discover themselves & find the best cuts, colors & style that flatter their shape & complexion.
- My objective is to change women's lives through their appearance, increase their self-confidence and help them be the best they can be!
- I used to own a boutique in Lebanon and tailored more than 14 unique models under the brand "Aura By Mariam."
- In 2022, I also owned Fidda, a Turkish evening-wear boutique in Lebanon, where I helped hundreds of clients select pieces for their special occasions, and sharpened my sales and visual merchandising skills.
- I have been the guest of more than 100 TV interviews in Lebanon, Egypt & the GCC, where I have spoken about my concept & how I could change my clients' lives, also introducing tips & tricks in fashion & body image.
- Also discovered my passion for TV & hosting, which is why I hosted a podcast called "Beauty Bill By Mariam," where I interviewed more than 20 successful ladies who "paid a bill" from their beauty & their success.
- I have also guided numerous brides in choosing the perfect dress for their wedding day — matching color, cut & style to their vision — discovering a strong passion for bridal styling.
- In April & May 2026, I served as the Styling Course Trainer at Picasso Institute, Qatar, training more than 30 trainees in professional styling techniques.
- I have conducted numerous specialized workshops in Color Analysis and Body Shape Analysis for clients of different nationalities, ages, and professional fields.
- In December 2025, I founded Marvéra Consultancy, a consultancy dedicated to presence, appearance & public speaking (elocution) — strengthening confidence and impact for both individuals and companies.
- I bring over 8 years of experience in the Qatari market, having worked closely with a loyal Qatari clientele.



COMMUNICATION

- Strong communication skills
- The ability to work both autonomously and collaboratively in a team
- Competent numerical skills
- Organisation, time-management and project-management skills
- Training & mentorship skills — developed through coaching 30+ styling students
- Trained more than 100 students over the past 9 years
- Supported more than 3500 clients throughout my career

EDUCATION

Business Eng 2008
Georgetown University (Washington)

Business Management 2009
University of Saint Joseph (Beirut)

Style Coaching Diploma 2017
Style Coaching Institute (London)

Color Analysis 2018
Italian Image Institute (Italy)

Fashion Design 2021
Esmod Paris & USJ (Beirut)

EXPERIENCE

April 2018 – August 2021

- The first style coach in the Middle East to tailor a full-package session including 10 services in one hour.
- Made a difference in the lives of more than 3000 ladies in Lebanon & around the world through unique live & virtual sessions.
- Collaborated with international brands such as "Bokitta," "Cosmaline," "Loolia TV" and others.

April 2021 – September 2023

- Launched my own brand & styling concept store, "Aura By Mariam."
- Designed styles for hijabi & non-hijabi ladies and launched my signature perfume, "Aura By Mariam."
- Curated personal style pieces for clients based on lifestyle and taste, while keeping an eye on current fashion.
- Promoted current fashion trends and helped clients define their personal style.
- Created fashion blog content around personal style and trends while maintaining an online presence.

2022 | Lebanon

- Owned Fidda, a Turkish evening-wear boutique, alongside my styling brand.
- Helped hundreds of clients select pieces for their special occasions, building strong sales skills through daily client-facing retail experience.
- Managed visual merchandising — styling the shop window & in-store displays to attract and engage clients.

September 2023 – August 2024

- Opened my own training office, teaching masterclass sessions for ladies passionate about styling.
- Ran multiple workshops for business owners interested in learning my styling approach.

January 2024 – July 2024

- Launched my podcast "Beauty Bill By Mariam," interviewing successful ladies about their inspirational stories.

August 2024 – Present | Doha, Qatar

- Conducting private & collective styling sessions for ladies in Qatar, and taking part in numerous workshops & masterclasses in Doha.
- Guided numerous brides in choosing the perfect dress for their wedding day — color, cut & style — building a specialty in bridal styling.
- Delivered specialized group workshops in Color Analysis & Body Shape Analysis for diverse nationalities, age groups and professional fields.
- Built over 8 years of hands-on experience in the Qatari market, working closely with a loyal Qatari clientele.

December 2025 – Present

- Founded Marvéra Consultancy — a consultancy dedicated to presence, appearance & public speaking (elocution), helping individuals and companies build stronger confidence and impact.

April – May 2026 | Doha, Qatar

- Styling Course Trainer at Picasso Institute, Qatar — trained more than 30 trainees in a professional styling course, equipping them to build their own styling careers or go on to train others.

KEY SKILLS

- An eye for visual composition and proportion
- Commercial awareness including a good knowledge of designers, brands and trends
- An excellent work ethic and can-do attitude
- An exceptional eye for detail
- A positive, proactive and assertive approach
- Initiative, idea generation and problem-solving skills
- The ability to multitask
- General knowledge of photography and lighting
- The ability to deliver exceptional customer service
- Experience using social media
- Training and mentoring emerging stylists and entrepreneurs
- Bridal styling & wedding-day dress coaching
- Retail sales & visual merchandising
- Strong, established network within Qatar's fashion & beauty market

CONNECT WITH ME

Instagram: @ladystylecoach

Website: www.mariamammar.me

Phone: 00974-50276148