

ABOUT ME

Creative and results-driven marketing professional with hands-on experience in campaign strategy, brand positioning, and cross-channel creative execution. Skilled in developing and managing OOH, digital, and social campaigns, collaborating with agencies and internal teams, and translating market insights into impactful creative solutions. Adept at balancing creativity with deadlines, presenting ideas effectively, and driving projects from concept to execution. Committed to delivering innovative campaigns that engage target audiences and support brand growth.

Professional Experience

Creative Ad School — Marketing Strategist & Copywriter

Developed and launched my first recruitment campaign, positioning Creative Ad School as the first school specialized in advertising in Tunisia.

Led campaign strategy, messaging, and creative direction across OOH, digital, reels, and carousel formats.

Cerealis Tunisia — Campaign Strategist

Contributed to the launch of a major campaign for Cerealis Tunisia, focusing on creative idea generation, brand positioning, and campaign strategy.

Escape Dubai — Advertising Campaign

Worked on the advertising campaign for Escape App in Dubai, supporting creative strategy and digital execution.

Assisted with art requests, validation of assets, and copywriting for social and digital channels.

UNICEF Tunisia — Campaign (Anti-Tobacco Initiative)

Collaborated on awareness campaign strategy for UNICEF's anti-tobacco initiative.

Worked on messaging, copywriting, and campaign planning to support social good communication.

Ooredoo Tunisia — 5G Launch Campaign

Participated in the launch campaign of Ooredoo 5G, contributing to creative direction, content development, and campaign execution.

Phyteal — Advertising Project

Supported branding and communication strategy for Phyteal, with a focus on digital content and campaign messaging.

Internships — 3SG, BBDO Agency & Ykone

Gained hands-on experience in creative agencies, assisting with campaign development, brainstorming sessions, client briefs, and marketing strategy.

Developed early skills in copywriting, digital content creation, and campaign support for international and local clients.

- Creative Strategist
- Customer Care Representative

CONTACT

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LANGUAGE

- English -French-Arabic

Interests :

Music - Marketing
Animals - Cinema
Sports - theatre

Professional Experience

Customer Support Specialist / Email Support Agent – Pens.com 2024–2025

Delivered high-volume email support via Salesforce, ensuring fast resolution and accurate case handling.

Managed customer issues, order errors, and escalations while maintaining high satisfaction scores. Collaborated with Sales and Billing teams to improve workflows and efficiency.

Sales Representative – North American Market – Pens.com 2023–2024

Conducted outbound sales calls across the U.S., promoting branded pens and promotional products.

Consistently exceeded sales targets through persuasive communication and strong product knowledge.

Coordinated with internal teams to ensure smooth order processing and timely delivery.

Sales & Customer Care Representative – Concentrix 2020–2023

Handled subscription sales, renewals, technical troubleshooting, and billing support.

Resolved diverse customer inquiries while meeting performance KPIs.

Built strong communication and problem-solving skills in a fast-paced call center environment.

EDUCATION

Bachelor's Degree in English Literature
Higher Institute of Languages of Tunis – Tunis, Tunisia
Graduated: September 2023

MBA in Marketing
Creative Ads School – Tunis, Tunisia
Current – September 2024

Gained expertise in advertising, copywriting, strategy, digital marketing, social media, and graphic design
Worked on high-profile projects to enhance marketing skills

CERTIFICATIONS & ACHIEVEMENTS

Entrepreneurship MasterClass

Adobe Photoshop Certificate

Injaz Program – Company of the Year 2022

Injaz – Best Young Entrepreneur 2023

Skills

- Campaign Strategy & Development
- Creative Direction & Storytelling
- Brand Positioning & Identity Alignment
- Market & Consumer Insight Analysis
- Cross-Channel Campaign Management (OOH, Digital, Social)
- Presentation & Pitching Skills
- Collaboration with Agencies & Cross-Functional Teams
- Problem-Solving & Innovation
- Working Under Deadlines & Pressure
- Cross-Team Collaboration