Objective: Seeking for a job Business & Marketing oriented fields

EXPERIENCE:

2017- until now

**OnlinePentest – Dubai UAE (Synchronize Technology branch): Marketing Manager**

* Strategic Marketing, Brand identity implementation, Logo creation, Website creation, Newsletter, Social Media creation, Digital Marketing (UNDER PROCESS)

2016

**Synchronize Technology – Dubai UAE: Marketing Manager**

* Strategic Marketing, Branding Management, Marketing tools & Digital Marketing Management (Naming Company, Logo Design, Website design, Website creation, Vcards Design, Letterhead, Newsletter creation, stamps…)
* Social Media creation (UNDER PROCESS)

2015

### **MedBlue Trading – Rabat: Marketing Consultant**

* Trade Capacity Building, Trade matters, Consultancy

April- October 2014 (fixed term contract 6 months renewed)

**Al Amana Microfinance – Rabbat: Product Marketing manager**

* Management products:

Reportings, market Research and Benchmark, loyalty program implementation, market and feasibility studies, market intelligence and strategic surveillance, partner research for new Products with Women’s World Banking (WWB)

November- December 2013

**LMS Formation – Casablanca: Marketing Executive**

* Development of Inter Business activity (B2B): Designing & Developing brochures, flyers…
* Discussing with different clients to get them needs to come up with the most efficient results.
* Managing logistics and value chain Management.

July- September 2013

**H&S invest holding– Casablanca: Consulting Internship**

* Logistic Benchmark between supermarkets and hypermarkets in Morocco.
* Recovery consulting and creating a dashboard for a construction company Thermodarias Company
* Slashed payroll/benefits administration costs 15% by negotiating pricing and fees, while ensuring the continuation and enhancements of services.

March 2013

**Ministry of Foreign Affairs and Cooperation– Rabbat: Freelance Marketing consultant**

* Branding management of a product aimed at promoting Moroccan banks to the expatriates.
* Creating appealing naming product furthermore attractive slogans.

April-June 2012

**CDG Capital Real Estate (Procurements department) – Rabbat: Executive Internship**

* Website production. Provided intranet space and space Supplier and Database.

July – August 2011

**Al OMRANE group – Rabbat: Executive Internship**

* Advertisement Creation (Ramadanyate AL OMRANE and Saïf AL OMRANE)

**July 2010  MINEO Consulting (Casablanca)**

* Training in Marketing Department

August –September 2009

**Maroc Telecom (ITTISALAT AL MAGHRIB) – Rabbat (Regional Direction) Executive Training**

* Development of a customer satisfaction survey about IAM’s various products
* Diagnosis and Recommendations: SWOT Analysis, PESTEL and recommendations.

2008

**Banque Populaire (AL BANK AL SHAABI) – Rabbat**

* Training manager as a customer relationship manager.

EDUCATION:

Sept 2012

HIGH-TECH school, Rabbat, Morocco. Master’s degree in Marketing & communications (Graduated with Honors)

Sept 2010

HIGH-TECH school, Rabbat, Morocco. Bachelor’s degree in Management

Sept 2007

Dar Essalam High school -Rabat Morocco. High school diploma in economic and social science.

SKILLS:

**Marketing**

Consumer behavior / Strategic Marketing / The Customer Relationship Management/Branding Management/ Benchmark/ Reporting*/* B2B/ Advertising/ Brand Identity/ Competitive Intelligence/ Digital Campaign/ Digital Marketing/ Market Intelligence/ Marketing Management/ Social Media/ Digital Marketing Management/ Google Analytics/ Google AdWords.

**Computer Skills**

* SPSS, Sphinx
* Web Design and Advertising: Dreamweaver, xara, Imovie, GIMP, INKSCAPE, Photoshop cs5 (skills), Wordpress, Sitebuilder
* Microsoft office
* Macintosh & Windows OS

**GENERAL SKILLS**

* The ability to analyze
* Hard worker
* Anticipation
* Self-determination and strong rigor
* Sense of teamwork
* Adaptation and flexibility

**Languages**

 **Spoken Written Read**

* Arabic: V. Good V. Good V. Good
* French: Excellent Excellent Excellent
* English: V. Good V. Good V. Good
* Spanish: Working knowledge.

Activities and interests

* Member AMESIP (Moroccan Association for Children in Precarious Situations)
* Member of AQM (Quality & Management Association)
* Strong interesting in: Marketing, arts, Fashion, extreme Sports, Cinema, Travels.