|  |
| --- |
| **Name Surname**  Proposed Candidate for Strategic xxxxxxxxxx |

**Objective :**

Name Surname is a marketing and communications strategy specialist with over 10 years of professional experience in communication sector. She has extensive credentials on both marketing and communications strategy fields with a perfect grasp of communication tools and influencing techniques. Name Surname has also developed strong management skills by leading the communication team at the Tunisian Observatory of the Economy where she was in charge of several tasks, including public relations, which led to a deep knowledge of the key players in civil society on one hand, and of the media and journalists on the other hand.

**WORK EXPERIENCE:**

**2020- Present Communication Consultant**

**Tunisian Observatory of Economy –Yazid Advertising – Newoil – Phénomènes Joyeux)**

* Diagnosis (document analysis, e-reputation analysis, benchmark, interviews) & development of the communication strategy for clients
* Conception & management of client’s digital and social media campaigns
* Strategic accompaniment and operational campaigns concepts elaboration.

**2017 - 2019 Communication Director**

**Tunisian Observatory of Economy – Tunis**

* In charge of the communication department:
* Establishing strategies (Institutional communication and public relations):
* Renegotiate new projects like the new Tunisian Central Bank independence law” project
* Supervising subordinate (Design, press and social media campaigns, translations and web mastering) for example “Debt and International Financial Institutions” advocacy & “Pan-African Conference on Tax Justice and Illicit Financial Flows” with ITAF and Tax Justice Network Africa”& “Public-Private Partnership Conference and presentation of “Failure to fly. Challenges and lessons learned from public-private partnerships in Tunisia” Report with the European Network on debt and development – Eurodad”
* Make Reporting
* Taking part in the Quantitative research department, on data-analysis and exploitation.

**2014- 2017 Marketing and Communication Manager**

**Mercure International of Monaco – Tunis**

* Supervised and coordinated the communication efforts of a four-member team (above and beyond the line)
* Designed and implemented the communications calendar for the Group's various brands
* ( adidas, asics, guess, Aldo, city sport, go sport,..)
* Trained the Group team leaders (19 team leader) on Marketing and communication techniques.

**2011- 2014 Advertising account planner**

**Memac Ogilvy - Tunis**

* Leading and managing advertising projects for (Attijari bank, Délice, SFBT, IBM, etc.)
* Part of the Global and digital communication strategies department.
* Developing ideas and pinpointing business problems
* Analyzing and interpreting a variety of information
* Commissioning external qualitative and quantitative research
* Empowering the social@Ogilvy department launch.

**2010-2011 Marketing executive**

**Istore – Apple Premium Reseller**

* Overseeing and developing marketing campaigns
* Organizing events and product exhibitions
* Managing campaigns on social media.
* Monitoring performance

**EDUCATION & SKILLS:**

**2011 Msc. in Marketing and Strategic Intelligence**

Higher Institute Commercial Studies

**2010 Bachelor’s in Marketing and Strategic Intelligence**

**Languages**: Fluent in English, Fluent French, Fluent Arabe.