



INES MAHDHI

MARKETER

PERSONAL PROFILE

Hard-working marketer, skilled in marketing strategy and calendar management. Seeking to increase sales and brand notoriety as a Marketing Coordinator. Built marketing communication experience at Publicis Impact as a marketing intern, receiving management commendation for innovative advertising ideas.



SOCIAL LIFE

- Member of SMC Tunisia
- Director of DMK Club ISSH Medenine
 - Sponsorship training
- Training on the art of public speaking
 - Seminar on Employability
 - Souk Al-tanmia Ideation
- Training of Trainers |Cafe Talk
 - Volunteer at Tunisia Charity
 - Volunteer in Esmaani
- Youth Representative in Red Crescent Medenine
 - Organization of the HSE Day
 - Founder of ECS Club
- Guest in Medenine Without Cars



CONTACT INFORMATION

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SKILLS

Calendar Management
Content Marketing
Microsoft Office
Buffer
Influency
HootSuite

Social Media Marketing
Cross-channel Campaign
Sprout Social
Buzzsumo
Heepsy
InfluencEye

WORK BACKGROUND



Junior Digital Marketer

SOFTIFI, AUGUST 2020- OCTOBER 2020

Key Qualifications & Responsibilities

- Provided audit reports and consumer trends.
- Undertook benchmarking study.
- Outlined digital marketing strategies for various clients

Key Achievements

- Identified new influencers and social media statistics solution to cut social media time spent by %60.
- Realized +5 clients projects within 3 months

Community Manager & Marketing Strategist

KARIZMA TECHNOLOGY, DECEMBER 2019-JULY 2020

Key Qualifications & Responsibilities

- Originated the content calendar and identified the prime times to post on social media in the Middle East.
- Performed consumer's trends research
- Crafted the digital content strategy.

Key Achievements

- Identified new autoposting solutions to cut social media time spent by 40%.
- Enhanced Twitter impression rate 13 times more in one month.
- Increased Twitter visits rate by 92% without a social media budget.
- Spearheaded the branding consistency across 10 national markets.

Marketing Intern

PUBLICIS IMPACT, MARCH 2019- MAY 2019

Key Qualifications and Responsibilities

- Tasked with identifying social media influencers and providing reports.
- Collaborated in a cross-functional team of different positions (incl. publicity officers, CDO, creative director and CEO) on implementing a new communication campaign.
- Worked closely with the CDO and copywriter to craft the media activation plan.

Key Achievements

- Worked on the communication strategy of 2 brands (360° campaign) :
Boga - Leader in the Tunisian soft drinks industry, produced by the Tunisian Beverage Manufacturing Company (SFBT)-
Cristaline - a well-known brand of bottled water-.
• Graduation project, (Hons) | The Impact of Communication Strategy on Brand Image

Community Manager Intern

IMPACT GROUP, SEPTEMBER 2018

Key Achievements

- Led brand consistency in 2 national markets.
- Designed social media posts for 9 brands and clients: Garci, Whirlpool, Apla, Kenwood, FIPA Tunisia, Actilat, Stil, Lesieur, Boga.
- Contributed in the marketing campaign "I love Boga Mojito", which won a Pros D'Or award.

ACADEMIC BACKGROUND



Higher Institute of Human Sciences of Medenine

LICENSE IN BUSINESS ENGLISH, 2016-2019

- Founder of ECS Club
- Mepi Student Leaders Program Semi-Finalist
- Thomas Jefferson Scholarship Program Semi-Finalist