

SAFOUEN BEN HMIDA

MARKETING SPECIALIST

+216 99159736

Safouenbenhmida33@gmail.com

www.linkedin.com/in/safouen-ben-hmida-6519

2050 Hammam Lif, Ben arous Tunisia

ABOUT ME : THE PERSON

I am a 26-year-old dynamic and curious individual, driven by creativity, adaptability, and a strong sense of initiative. Open-minded and results-oriented, I embrace challenges with energy and constantly strive to deliver the best version of myself.

EDUCATION

2021-2023

RESEARCH MASTER'S DEGREE IN MARKETING DECISIONS AND INNOVATION

Higher School of Economic and Commercial Sciences ·
Monfleury, Tunis

2017-2021

APPLIED LICENSE IN MARKETING AND COMMUNICATION

Higher Institute of Management · Bouchoucha, Bardo,
Tunisia

2017-2021

NATIONAL BACCALAUREATE IN ECONOMIC AND MANAGEMENT SCIENCES - 2017



SKILLS

SOFTWARE SKILLS

- Advanced Excel & PPT
- Canva
- CapCut/Adobe Premiere

SOFT SKILLS

- Strong Communication
- Creativity
- Leadership



LANGUAGES

English ----Advanced French ----Intermediate

COMMUNITY / VOLUNTEERING



2019 - 2023

Event and Sponsorship Manager - Vice President - President

COACH ISG - UNIVERSITY CLUB

Leading the club, setting and monitoring objectives.

Supervising, coaching, and providing personal and professional development for members.

Organizing events, training sessions, and initiatives.

SAFOUEN BEN HMIDA

MARKETING SPECIALIST

+216 99159736

Safouenbenhmida33@gmail.com

www.linkedin.com/in/safouen-ben-hmida-6519

2050 Hammam Lif, Ben arous Tunisia

ABOUT ME : THE PROFESSIONAL

Marketing specialist with 3+ years of experience in strategic planning, content creation, and event management. I help brands grow and optimize their visibility through result-driven strategies, combining analytical thinking with creativity to meet business objectives.



SERVICES & PREVIOUS PROJECTS



WORK EXPERIENCES

June 2024 – Present

MARKETING CONSULTANT (FREELANCE) TUNAV IT GROUP

- Setting up marketing strategies and planning
- Community Management and Content Marketing.
- Design of posters and video editing.
- Event creation and management.

August 2022 – Present

AFTER-SALES MARKETING & FLEET CUSTOMERS MANAGER ITALCAR TUNISIA (FIAT, JEEP, ALFA ROMEO)

- **Major account management (Fleet clients) :**
 - Negotiation and signing of agreements with key accounts
 - Manage fleet client requests, issues, and complaints
 - Manage mobile workshop appointments
- **Strategic Planning and Reporting:**
 - Elaborate annual marketing plan for each target & each communication channel
 - Analysis and monitoring of business KPIs.
- **Operational Marketing:**
 - Manage product and brand marketing campaigns
 - Manage Brand development for MOPAR spare parts and Selenia lubricants
 - Create and organize events :
 - B to B: Seminars dedicated to key accounts
 - B to C: Street actions (Exhibitions, roadshows, etc.)



PART TIME JOBS & INTERNSHIPS

Sep 2021 – Nov 2021

INVESTIGATOR: WORLD POLL PROJECT Emrhod consulting

- Led surveys and analyzed citizen satisfaction across key sectors (economy, environment, health, social).
- Conducted a study on citizens' use of banking services to Identify behavioral patterns.

February 2021 – June 2021

MARKETING INTERN BCB DIGITAL Start-up

- Creating a launch plan for a mobile application including social media content strategy
- Elaborating a qualitative study to analyze application potentiel in restaurants sector
- Posters designing, video editing & Media Planning

Aug 2020 - Sep 2020

SUMMER INTERN

National Agricultural Bank (BNA)

- Coordinate daily operations linked to E-Banking services
- Conducted a comparative study of prepaid card offers from resident banks to identify competitive advantages and market positioning.

July 2017 - August 2017

STAGE AND CROWD ORGANIZER

International Boukornine Festival