

# Omnya BOUHAMED

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## Communication & Sales Specialist

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A polyglot Marketing & Communication Professional with over 7 years of experience in communication agencies with over 10 clients across sectors including FMCG, services such as tourism, medical field and industry.

Experienced in developing strong relationships, working with different team members for growing businesses.

Results oriented, fast learner, overachiever and capable of excelling with autonomy.

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## Technical skills

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- **Communication:** Strong verbal and written communication skills for clear and effective internal and external interactions.
  - **Customer Interaction:** understanding the needs of the clients, analyzing their brief and providing accurate solutions efficiently.
  - **Problem-Solving:** Identifying issues, analyzing and finding solutions that guaranties client satisfaction.
  - **Technical Proficiency:** Proficient in Microsoft Office tools (Word, Excel, PowerPoint).
  - **Multitasking:** Managing multiple tasks simultaneously while maintaining high service quality.
  - **Personal Qualities:** Patience, empathy, active listening, teamworking, working under pressure.
  - **Languages:** Bilingual (French, English), Arabic (native), Spanish ( beginner).
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## Relevant Experience

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### Senior Marketing Project Manager – Iboost Morocco, Morocco (March 2022 – March 2024): PROJECT MANAGEMENT & OPERATIONAL MONITORING

- Create and present digital strategies for various clients of the agency across different sectors
- Analyze User Experience and propose User Interface plans for websites
- Create digital brand platforms and websites with different purposes (ecommerce, educational ...)
- Make digital activations
- Analyze KPIs, make monthly reporting and monitor performance
- Develop and manage editorial calendars and manage different special content
- Create online & offline events

### CLIENT RESOURCE MANAGEMENT

- Conduct meetings, take briefs and understand the objectives of the client
- Present recommendations and make sure to be aligned with the client's vision
- Make the follow up with the client on all the ongoing tasks and demands
- Provide customer support and resolve issues, ensuring the best client experience

### MANAGEMENT & STRATEGY

- Manage different teams (developers, artistic team, content creators, ...)
- Evaluate and orient the content creators, the artistic team and developers on a daily basis

- Benchmark & share of best practices and news on the market for inspiration for the teams
- Help in new hiring processes and coaching the new hires.

### **Social Media Project Manager – LoveStories, Morocco (March 2018 – January 2022):**

#### MANAGEMENT & STRATEGY FOR THE AGENCY

- Create and implement of the social media management unit within the agency
- Support in the creation of work processes and digital methodologies for the agency
- Analyze and audit social media of the agency's clients across different sectors and adapt strategies to each type of client.

#### PROJECT MANAGEMENT & OPERATIONAL FOLLOW UP FOR THE AGENCY'S CLIENTS

- Propose social media strategies for different social media supports of the agency's clients
- Implement strategic recommendations and make presentations to the clients delivering materials at the end.
- Create new social media accounts/pages for the clients (digital Brand Platform, Digital Activations, ERP Campaigns, Media Campaign...)
- Edit KPIs and monitor digital performance
- Manage and monitor multi-channel campaigns (budget, production, performance)
- Source partners (national & international partners)
- Ensure the best client experience by making the follow up and trying to manage meetings on a monthly basis.

### **Community Manager – New Publicity, Morocco (Sept. 2016 – Dec. 2017): (MFM Radio, Challenge Magazine, VH Magazine, Lalla Fatima Magazine)**

#### PROJECT MANAGEMENT & COMMUNITY MANAGEMENT

- Create and propose social media strategies for the different medias of the group (Radio & magazines)
- Benchmark and analyze the market and best practices
- Create Digital Brand Platforms for each media, ERP campaigns media campaigns
- Make surveys with the final customer to understand their wants and make strategies that goes along with the wants of the public.
- Create reporting analyzing KPIs, reporting performance
- Orient editors, and graphic designers on new trends on the web.

### **Community Manager – City Club, Morocco (Oct 2015 – Jul 2016):**

#### PROJECT & COMMUNITY MANAGEMENT

- Create the different social media supports for City Club
- Benchmark and proposition of best practices and new activations
- Propose a social media strategy and digital orientation
- Realize editorial calendars with promotions, new openings...
- Organize digital events for new openings

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## **Education**

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**2015: Master's degree in Marketing/ Communication, ISCAE – Morocco (WES equivalence)**

**2014: Exchange semester, Nanjing Audit University – China**