

# Laila Ben Salem

Japan | Female | 25

*Target MSc: Marketing*

## PROFESSIONAL EXPERIENCE

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- Digital Marketing Officer - SME (Jan 2022 - Sep 2023)
- Managed social media channels and digital campaigns
  - Monitored campaign performance and engagement metrics
  - Created content calendars and marketing materials for brand promotion
  - Intern - Advertising Agency (2019)
  - Assisted in content creation for clients
  - Supported social media planning and digital campaign tracking

## EDUCATION

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- Bachelor in Communication and Media, University of Sousse, 2017 - 2020
- Focus on digital marketing, media strategies, and branding

## SKILLS

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- Social media tools, content marketing, campaign management, reporting

## LANGUAGES

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- Arabic (native), French (fluent), English (intermediate)

## PERSONAL INTERESTS

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- Digital branding, photography, social media trends