

Laila Ben Salem

Tunisia | Female | 22

Target MSc: Marketing

PROFESSIONAL EXPERIENCE

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

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

SKILLS

Social media tools, content marketing, campaign management, reporting

LANGUAGES

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

PERSONAL INTERESTS

Digital branding, photography, social media trends