

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