

Mahdi Beldjoudi

Intro

Hey! I am Mahdi, part-time hiker, business degree graduate. Passionate about marketing, code, UI/UX and tech in general. A big fan of remote work culture ! Constantly trying to meet people to exchange, learn from them.

Education & certifications

University of sciences & Technology HB, Algeria

From 2016 to 2020, I studied mechanical engineering.
I graduated with a bachelor degree in materials engineering.

ESAA & University of Lille, Algeria

In 2020, I decided to switch my studies to business because my forever passion was marketing.
I graduated with a bachelor degree in management.

Interaction design foundation “Design Thinking”

In 2019 I discovered the world of web developement and UX/UI design I crafted many websites and learnt HTML, CSS and JS. Shortly after in 2020 I discovered the field of UX and did some courses About UX .
I completed a certificate in Design Thinking.

Coursera “Facebook Social Media Marketing”

In 2021 I wanted to sharpen my skills on social media and especially on Facebook platform so I completed this official course given by Facebook where I learnt the best practices in managing a community and establishing an online presence, measure content performance and also create advertising campaigns in business manager.

Work experience

Frontend developer (Internship) @CasbahTech

I was responsible of making an app for an internal project at BNP Paribas, using a no-code tool called GoodBarber. I was attending meeting with different stakeholders in order to reproduce the client's vision of the project.

I was learning Javascript and React with the help of the senior developers there.

Social media marketing (Internship) @Algiers Stock Exchange

In this internship I conducted an audit on their social media presence and advised them on current and most recent and viral type of content.

I did content creation and implemented a little content strategy.

Customer acquisition manager @Skyeng

Recently I worked as a customer acquisition manager at Skyeng, a remote ed-tech company, where I was contacting warm leads in order to book them english intro lessons in the company's CRM.

Marketing & Project management (Internship) @Renault

Worked mainly as a project manager for a new digital acquisition channel project :

- Searching for the best agencies on the market to partner with.
- Set up the best Renault agents following their location to best serve the clients (Taking orders and ship them asap to the client.)
- Participated in setting the communication and launching plan for this future service.

Also built a tool with python to automate the process of filling product sheets for all references of car parts that Renault has.

Associative work

Algerian red crescent

I organized many events for orphaned children, where we planned activities for them like exploring historical places in Algeria and taking them to national parks.

Skill sets

Hard skills

Facebook ads.
Agile.
HTML, CSS & JS.
Design thinking.
Figma.

Soft skills

Creative, I hate routine.
Continuous learner.
Empathic.
Team player.
Dynamic.

Languages

Arabic (Native)
French (Native)
English (Professional)

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