

# 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)

## Contact

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