

MOURAD RAZGALLAH

Senior Digital Content Producer | Social Media Strategist | Video Journalist

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SUMMARY

Social Media Strategist and **Digital Content Producer** with **10+ years of experience** in creating and managing engaging content for platforms like **Facebook, Instagram, Twitter, YouTube, and TikTok**. Skilled in **graphic design, photo editing, and video production**, with a proven track record of increasing audience engagement by **35%+ through data-driven strategies**. Proficient in using **Google Analytics, Meta Business Suite, Crowdtangle, and Sprinklr** to optimize content performance. Passionate about staying updated on the latest **social media trends** and tools to deliver impactful campaigns. Known for **excellent verbal and written communication skills** and a **strong willingness to learn** and adapt to new challenges.

KEY SKILLS

- **Social Media Management:** Growth strategies for **Facebook, Instagram, TikTok, X (formerly Twitter), and YouTube**.
 - **Video Production & Editing:** Proficient in **Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, and After Effects**.
 - **Graphic Design & Photo Editing:** Designed and edited **graphics and photos for social media posts**, enhancing **visual appeal and driving higher engagement**.
 - **Web Development Basics:** Familiar with **HTML, CSS, and JavaScript**
 - **Content Strategy & SEO:** In-depth knowledge of **audience engagement, analytics, and SEO best practices**.
 - **Journalism & Investigative Reporting:** Experienced in **breaking news coverage, field reporting, and live event broadcasting**.
 - **Digital Analytics & Tools:** Familiar with **Google Analytics, Meta Business Suite, Hootsuite, Sprinklr, and SEMrush**.
 - **Proficient in Microsoft Word, Excel, and PowerPoint**
 - **Languages:** Arabic (Native), English (C1), French (Proficient).
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PROFESSIONAL EXPERIENCE

Al Arabiya TV & Al Hadath TV | Tunisia

Senior Digital Content Producer & Social Media Strategist | May 2019 – Present

- Drove a **35% rise in audience interaction** by creating high-impact digital content for multiple platforms.
- Conceptualized and launched a **social media video series** focused on underreported regional issues, generating the highest engagement rates on record, becoming the network's most watched segment.
- Leveraged Crowdtangle to identify trending topics, boosting engagement by **50% in six months**.
- Delivered **exclusive reports** covering major events in Tunisia, Libya, and Mauritania.
- Developed **SEO-driven content strategies**, increasing website traffic by 25% and social engagement by 40%.
- Directed **training program** for 5 journalists in multimedia storytelling, video editing, and content optimization resulting in a **10x increase in social media post reach** and follower growth metrics.

- Grew platform followers **by 20% in one year** through strategic audience engagement and data-driven content optimization.
- Created **visually compelling graphics and videos**, boosting post interactions **by 40%**.
- Produced **investigative reports** on political, economic, and social issues in North Africa, driving a **15% increase in website traffic**.

EDUCATION

Higher Institute of Management, Gabes Tunisia | 2008 – 2013

Bachelor's Degree in Computer Science Applied to Business Management

Final Year Project: Developed a mobile website for **Tunisie Telecom**.

CERTIFICATIONS

- **Google Analytics Certification** – Google
- **SEO Foundations** – LinkedIn Learning
- **LinkedIn Content and Creative Design Certification**
- **Advertising on LinkedIn Certification**
- **Strategic Social Media: Grow Your Business** – LinkedIn Learning
- **Google Ads Video Certification** – Google
- **AI-Powered Performance Ads Certification** – Google
- **Content Marketing Certification** – HubSpot Academy
- **IELTS for UKVI Life Skills (B1)** – British Council, Tunisia
- **EF SET Certificate (C1 Advanced English)**

TECHNICAL SKILLS

- **Video Editing & Production:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, After Effects
- **Photo Editing:** Adobe Photoshop, Canva
- **Social Media Management:** Hootsuite, Buffer, Sprinklr
- **Analytics & SEO:** Crowdtangle, Google Analytics, Meta Business Suite, SEMrush, Ahrefs
- **Web Development & Database Management:** Proficient in HTML, CSS, JavaScript, and database integration, with experience building dynamic websites

KEY ACHIEVEMENTS

- **Expanded social media audience by 20%+** through innovative growth strategies.
- **Delivered exclusive on-the-ground reports** in North Africa, enhancing media credibility.
- **Designed and deployed** a dynamic **mobile website** / **Developed** a professional **portfolio website**
- **Led a team of journalists**, increasing post reach by **30%** and video production by **40%**.

Soft Skills

- **Communication:** Exceptional verbal and written communication skills, with a talent for storytelling and engaging diverse audiences.
- **Leadership:** Proven ability to lead cross-functional teams, mentor junior staff, and optimize workflows for maximum efficiency.
- **Resilience:** Thrives in fast-paced, high-pressure environments, consistently meeting tight deadlines with precision.
- **Collaboration:** Skilled at fostering teamwork and building strong relationships with colleagues and stakeholders.
- **Innovation:** Creative and analytical approach to resolving challenges, such as optimizing workflows and improving content performance.
- **Willingness to Learn:** Highly adaptable and eager to learn new tools, trends, and techniques to stay ahead in the industry.

PROFESSIONAL AFFILIATIONS

- Member, **International Journalists' Network (IJNet)**
 - Member, **National Syndicate of Tunisian Journalists (NSTJ)**
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