

# Racha MAAZAoui

## Marketing Professional | AI-Aware Prompt Engineer

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### PROFESSIONAL SUMMARY

Dedicated and passionate Marketing Professional with a Master’s in Entrepreneurial Marketing and Innovation. Skilled in digital marketing, e-commerce management, and AI-assisted strategies. Strong experience in campaign management, social media optimization, and performance analysis. Motivated to apply creativity, strategic thinking, and AI prompt engineering skills to drive ambitious marketing projects in a dynamic environment.

### Skills

- Digital Marketing: Facebook Ads, Google Ads, SEO, E-commerce management
- Design & Tools: Photoshop, Figma, Pack Office
- Communication: Public speaking, interpersonal skills, content creation, copywriting
- AI & Prompt Engineering: Proficient in leveraging AI to optimize marketing campaigns, automate repetitive tasks, and design high-impact content strategies
- Languages: Arabic (Native), French (B2), English (B2)

### PROFESSIONAL EXPERIENCE

**Chargée Marketing**  
**The Click Trading – Tunisia**

January 2024 – Present

- Managed strategic Facebook Ads campaigns to maximize online visibility
- Created engaging content and developed innovative marketing strategies
- Conducted market research, competitive analysis, and e-commerce management

**E-commerce Sales Manager**  
**STE Republic Fashion – Tunisia**

August 2023 – January 2024

- Managed e-commerce platform including product listings, orders, and stock (Gestcom system)
- Created and optimized Facebook Ads campaigns
- Developed strategies to increase sales and online visibility
- Handled customer inquiries and complaints effectively

### Community Manager (Summer Internships)

**5 Sens Advertising (June – August, Summer Internship)**

- Designed strategies integrating SEO optimization
- Created detailed campaign evaluation reports
- Managed Google Ads and Facebook Ads campaigns, optimizing ROI
- Performed copywriting for social media content

**Alliance Com & Events (June – August, Summer Internship)**

- Managed editorial calendar and created interactive content
- Produced analytics reports for communication campaigns
- Developed visibility strategies on social media, with emphasis on LinkedIn

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## Education

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- Master Professional in Entrepreneurial Marketing and Innovation
- 2021 – 2023, Institut Supérieur de Gestion de Sousse
- Licence Fondamentale en Gestion (High Commercial Studies)
- 2018 – 2021, Institut des Hautes Études Commerciales de Sousse
- Baccalauréat en Économie et Gestion (Mention Bien, Major de promotion)
- 2022, Lycée Ali Bourguiba, Kalla Kebira, Sousse

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## Interests

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**Music, Travel, Sports**