



SAIF JENDOUBI

MARKETING PROFESSIONAL



PROFILE

With +5 years of experience in Digital Marketing, Graphic Design and Web Development, I strategized and executed multiple successful marketing campaigns across different channels for different sectors including, food and beverage, retail and service agencies.

SKILLS

Leadership & Teamwork
Project Management
Critical thinking
problem-solving
Data Analysis
Photography

SOFTWARES

Phototshop
Illustrator
AfterEffects
Wordpress
Office suite

CONTACT

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EXPERIENCE

2022 - Present **PR & Marketing Assistant Manager**

Rise Enterprise - Doha, Qatar

- Create marketing strategies and framework on how to implement them.
- Writing and designing proposals and internal communication pieces.
- Prepare reports on the results and activities of marketing teams.
- Do market research to take effective business decisions.
- Write statements and captions on different media channels.
- Design and develop content-related web pages for lead generation.
- Analyzes website's performance and correct deficiencies.
- Oversee all design projects, from conception to delivery.
- Review junior designers' work to ensure high quality.
- Maintain brand consistency throughout all our marketing projects.
- Stay up-to-date with industry developments and tools.
- Optimize copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion and optimization.

2021 - 2022 **Digital Marketing Officer**

Alhazm Mall - Doha, Qatar

KEY PROJECTS: McLaren Doha, Mnky Hse, Arabian Notes launching events, Teeb Alhazm, Asjad, Qatar National Day.

- Coordinate direct & digital marketing campaigns with a unified identity
- Create social media calendars while ensuring diversity and consistency.
- Design and coordinate the production of prints, brochures ,and other sundry materials to ensure quality and deliver to timelines.
- Create motion graphic videos for social media, invites ,and on-screen ads.

2016 - 2019 **Digital Marketing Officer**

Break Tours - Tunis, Tunisia

Study design briefs and determine requirements.
Prepare rough drafts and present ideas.
Conceptualize visuals based on requirements.
Use the appropriate colors and layouts for each graphic.
Ensure final graphics and layouts are visually appealing.

EDUACTION

2018 - 2020 **Master in Infotronics**

Carthage university, ISTIC / Tunis / Tunisia

2015 - 2018 **Bachelor in Embedded Systems**

Carthage university, ISTIC / Tunis / Tunisia