

Aya Kaidi

Researcher in digital marketing
and social media management

CONTACT

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SUMMARY

Aspiring digital marketing and social media management skilled in analytics, video editing, Canva basics and trilingual communication (English/French/Arabic). Experienced in running a personal brand, teaching...Motivated to continuously improve, learn from new experiences, and transform insights into creative strategies that deliver results.

SKILLS

- Content Creation (Canva and video editing basics)
- Analytics & Metrics (CTR, ROI, CAC, Google Analytics)
- Positive Attitude & Work Ethic
- Adaptability (living/studying in new environments)
- Time Management

EDUCATION

University of legal, economics, socials sciences Moulay Ismail Meknès

Bachelor of commerce
marketing

(2023-2025)

University of legal, economics, socials sciences Cadi Iyyad kalaa des saraghna

researcher in digital marketing
and social media management

(2025-2026)

WORK EXPERIENCE

■ Managed promotional campaigns for Facebook pages

- Promoted products by creating engaging posts and sharing in targeted groups

■ Launched a small brand of handmade tote bags

- Designed and marketed products through social media platforms

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- Taught high school students grammar and communication skills