

Ghada Hammami

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26 ans | Tunisian



PROFILE

Creative Marketing Specialist and MBA Graduate specialising in Brand Management, with a background in Social Media. Currently, I am successfully managing a small business dedicated to creating art-inspired tote bags. Energetic, passionate, and ready to embrace new opportunities.

WORK EXPERIENCE

Mars. 2024 - En cours
Istanbul, Türkiye

Account Manager / Sales Agent - Fortrade UK

Although my background is in marketing, I have been working as an Account Manager due to limited options at the time, allowing me to develop essential skills and gain experience.

Client Relationship Management:

- Developing and maintaining strong, long-term relationships with clients.
- Serving as the main point of contact for client inquiries and concerns.

Sales and Business Development:

- Identifying new business opportunities with existing clients and potential new clients.
- Preparing and presenting proposals and sales pitches to clients.

Customer Support:

- Providing prompt and effective support to clients, addressing their concerns and resolving issues.
- Assisting clients with service usage and providing assistance

Oct. 2023 - Févr. 2024
Sisli, Tunisia

Creative Marketing / Sales Specialist - Serai Spaces

During my time at Serai Spaces, I focused on crafting engaging stories, building communities, and organizing schedules seamlessly.

Besides handling everyday tasks, my role combined creativity and strategy, with a special emphasis on telling captivating stories and connecting with our French-speaking clients.

Contributions to Sales Eorts:

As the sole French speaker, maintained connections with European distributors, contributing to Serai Spaces' sales.

Content Creation:

- Developing engaging content, including articles, blog posts, videos, and graphics for social media.
- Executing content plans that were aligned with Serai Spaces' mission and audience.

Social Media Management:

- Curating content across various social media platforms for Serai Spaces.

Analytics and Reporting:

- Checking how well our content was doing using analytics tools and adjusting strategies for better impact.

Administrative Tasks:

- Managing day-to-day responsibilities, ensuring the smooth functioning of Serai Spaces.

Mai. 2023 - Août. 2023
Istanbul / Dubai, Türkiye / UAE

Social Media Specialist - Ghassan Aboud Group

During my time at various companies within the Ghassan Aboud Group, including Grandiose, Buyparts, and Buygro, I rented my skills, placing particular emphasis on contributing my expertise to Gaelan Hospital and Pharmacy.

Content Creation: Developed visually compelling content tailored for the Ghassan Aboud Group's diverse social media platforms.

Strategic Content Planning: Created detailed editorial calendars to ensure a consistent and effective online presence.

Community Engagement: Managed interactions through comments, messages, and feedback,

Févr. 2022 - Mai. 2023
Istanbul, Türkiye

strengthening connections with our audience.
Influencer Collaboration: Researched and partnered with industry-relevant influencers to enhance our brand's image.

Social Media / Sales Coordinator - Haista Clinic

At Haista Clinic, I smoothly blended my love for social media with the ins and outs of the healthcare industry.

Social Media Coordinator (February 2023 - May 2023):

- answering client dms on CRM
- Helping create and edit written, video, and photo content.
- Planning schedules for publishing content.
- Collaborating with a photographer and graphic designer to make engaging multimedia.
- Analyzing competitors to find opportunities for standing out.
- Engaging with the community by monitoring and responding to comments, messages, and mentions.
- Assisting with recruiting French-speaking candidates and assessing their proficiency levels.
- Supporting HR activities, including organizing flowers for Women's Day and employee birthdays

Social Media Specialist (February 2022 - February 2023):

- Developing and executing social media strategies.
- Creating content plans for various platforms.
- Managing community engagement as a Community Manager.
- Translating content from Arabic to both French and English.

Sept. 2021 - Déc. 2022
Istanbul, Türkiye

Assistant - Perfecto Fashion

As an assistant at Perfecto Fashion, I excelled in administrative tasks, customer service, and supporting models during photoshoots, contributing to the vibrant fashion landscape.

Customer Service: Welcoming and providing assistance to customers in a friendly and professional manner.

Administrative Support: Assisting with various administrative tasks to ensure the smooth operation of the agency.

Customer Service: Welcoming and providing assistance to customers in a friendly and professional manner.

Sales and Calculation Management: Handling sales and managing calculations efficiently through Telegram.

Models Assistance and Showroom Preparation Supporting models during photoshoots and Preparing the showroom for shooting sessions.

EDUCATION

Sept. 2022 - Mai. 2024
Istanbul, Türkiye

Master Of Business Administration
Altinbas University

Sept. 2019 - Juin. 2022
Tunis, Tunisia

Bachelor of English For Communication
University Of Carthage

SKILLS

Trello	● ● ● ● ●	Meta Business	● ● ● ● ●	Microsoft Pack	● ● ● ● ●
Canva	● ● ● ● ○	Lumion	● ● ● ○ ○	Photoshop	● ● ● ● ○
Modash	● ● ● ● ●	Mondays.com	● ● ● ● ●	ZOHO	● ● ● ● ○
Modash	● ● ● ● ○				

LANGUAGES

English	● ● ● ● ●	French	● ● ● ● ●	Arabic	● ● ● ● ●
Turkish	● ● ○ ○ ○	German	● ○ ○ ○ ○		

INTERESTS

- Painting
- Writing
- Dancing

- Modelling

ART DADA

From Tunisia to Istanbul, a thriving small business centred around artistic tote bags featuring my own paintings.

Each design carries its unique story, woven with passion and love. My tote bags not only serve as a reflection of a style but also as a means to share art and its profound impact with the world.