



Marwen Slimen

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ABOUT ME

A motivated and skilled specialist in **digital marketing, web development, and videography**, with experience in **community management** and **graphic design**. Capable of creating engaging visual and video content, managing social media platforms, and developing responsive websites. A team player with excellent communication skills and a strong passion for creativity, continuous learning, and professional growth.

EDUCATION AND TRAINING

15/10/2022 – 24/07/2024 Tunisia

BTS Media Formation (in collaboration with Collège de Paris)

Field of study Marketing and multimedia

Sfax, Tunisia

BACHELOR DEGREE Faculty of Economics and Management of Sfax

Completed one year of Bachelor's studies in Economic Sciences

Field of study Economic Sciences

2021 Tunisia

BACCALAUREATE Lycée Afek

Field of study Economics and Management

WORK EXPERIENCE

 **MARKETING PUZZLE AGENCY – TUNISIA**

DIGITAL MARKETING MANAGER AND VIDEOGRAPHY – 06/2024 – CURRENT

- Plan, create, and manage **digital marketing campaigns** across social media platforms (Facebook, Instagram, TikTok, LinkedIn).
- Develop **visual and video content** to promote brand awareness and engagement.
- Analyze campaign performance and optimize strategies for better reach and conversion.
- Collaborate with the creative team to design **marketing materials** and digital ads.
- Oversee **content scheduling**, audience growth, and online community interaction.

 **FLASH DIGITAL PRO – TUNISIA**

COMMUNITY MANAGER & WEB DEVELOPER – 07/2024 – 09/2024

- Managed company accounts on Facebook, TikTok, Instagram, and LinkedIn.
- Designed visual content and created digital campaigns for social media.
- Developed and maintained websites using WordPress.
- Collaborated with the team to execute marketing strategies.

 **FLASH DIGITAL PRO – TUNISIA**

INTERNSHIP — DIGITAL MARKETING – 04/2024 – 05/2024

- Created and managed social media content (Facebook, Instagram, TikTok).
- Handled community engagement and digital marketing campaigns.
- Worked on Facebook Ads to improve brand visibility and conversions.

 **POLYTECH – TUNISIA**

INTERNSHIP — VIDEO EDITING – 07/2023 – 08/2023

- Edited and produced videos using Adobe After Effects and Premiere Pro.
- Learned video motion basics and editing techniques for promotional content.

SKILLS

Digital Marketing & Communication

Community Management | Social Media Campaigns (Facebook, TikTok, Instagram, LinkedIn) | Facebook Ads | Content Creation and Copywriting

Web Development

WordPress Development | HTML, CSS | UI Design with Figma

Graphic Design & Multimedia

Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Video Editing (Premiere Pro)

Personal skills

Communication Skills | Creativity and Adaptability | Teamwork and Collaboration | Strong Work Ethic and Motivation

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s): **FRENCH** | **ENGLISH**

CERTIFICATIONS

Media Training – Media Institute Digital & Arts (Tunisia), 30/07/2024

UI/UX Design Training Certificate

Completed a professional training program in **UI/UX Design** focused on user interface and user experience design principles, digital product design, and the use of modern tools for interface prototyping and design.

Mode of learning: Presential

Media Training – Media Institute Digital & Arts (Tunisia), 07/2024

WordPress Development Training Certificate

Completed a professional training program in **WordPress Development**, covering website creation, customization of themes and plugins, content management, and optimization of websites for performance and SEO.

Mode of learning: Presential

College of Paris, 04/2024

Certificate of participation in 'Deciphering the international economic environment'

Participated in a professional seminar focused on understanding global economic trends, international markets, and the key factors influencing economic decision-making in a global context.

Mode of learning: Presential

Media Training – Media Institute Digital & Arts (Tunisia), 04/2024

Certificate of Appreciation – Best Citizen 2024

Awarded the **Best Citizen 2024** title in recognition of exceptional contribution to charitable and community activities during the Ramadan events. Honoured for dedication, generosity, and positive social impact within the local community .

Mode of learning: Work based

EF SET English Certificate (B2 Upper Intermediate)

Successfully completed the **EF SET English Certificate**, achieving a score of **56/100**, corresponding to **Level B2 (Upper Intermediate)** on the **CEFR scale**. Demonstrated strong comprehension in both **listening (59/100)** and **reading (53/100)**, with the ability to understand complex texts, discussions, and professional materials in English.

Mode of learning: Online