

# HIBA DAKIR

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## EDUCATION

2025 Present	<b>HEC Paris</b> Major in Marketing Ranked #1 out of 93 other global Master in Marketing (2025, QS ranking)	Paris, France
2022-2025	<b>ISCAE</b> Institut Supérieur de Commerce et d'Administration des Entreprises Master's degree, specialization: Marketing and Communication	Casablanca, Morocco
2020-2022	<b>CPGE Moulay Ismail</b> Classes Préparatoires aux Grandes Ecoles in Economics and Commerce, Scientific track	Meknes, Morocco
2019-2020	<b>Ibn Yassine</b> International Baccalaureate - French option, Mathematical sciences	Khouribga, Morocco

## PROFESSIONAL EXPERIENCE

Jan. 2025 - July 2025	<b>Nestlé</b> Category Manager Assistant – <i>Brand Management and Trade Marketing – Food Category</i> <ul style="list-style-type: none"><li>- Conducted pricing benchmark studies to support new SKU launches in Morocco and Libya;</li><li>- Designed POSM materials for Solis and coordinated with trade marketing and agencies;</li><li>- Briefed creative, digital, and distribution agencies for brand activations;</li><li>- Participated in trade visits and distributor meetings to align on visibility and execution;</li><li>- Took part in Nestlé's internal training program (Power BI, coaching, ...).</li></ul>	Casablanca, Morocco
July 2024 - Sept. 2024	<b>Groupe Sunergia</b> Marketing Research Assistant – <i>Internship (1month as a Freelancer)</i> <ul style="list-style-type: none"><li>- Assisted in creating client reports, transcribed and synthesized focus group recordings (e.g., Afriquia);</li><li>- Conducted individual interviews and focus groups;</li><li>- Conducted data cleaning using Ethnos software for quantitative studies. (e.g., Orange);</li><li>- Drafted case studies and published articles based on qualitative and quantitative research;</li><li>- Supported the company's communication strategy by managing content for the website and social media.</li></ul>	Casablanca, Morocco
May 2024 - June 2024	<b>Stellantis – Jeep &amp; Alfa Romeo</b> Product & Communication Assistant Manager – <i>Internship</i> <ul style="list-style-type: none"><li>- Conducted competitive benchmarking on Chinese and European automotive brands;</li><li>- Managed bilingual updates of the Commercial Action Plan (PAC) for regional and dealership-level;</li><li>- Monitored media expenses and maintained the Sales Funnel for communication reporting;</li><li>- Coordinated event logistics, including showroom branding and client outreach for Alfa Romeo and Jeep events;</li><li>- Followed up on publications, social media moderation, and billing with accounting and suppliers.</li></ul>	Casablanca, Morocco
June 2023 - Aug. 2023	<b>WebAgile</b> Digital Marketing Assistant – <i>Internship (+ 1month as a Freelancer)</i> <ul style="list-style-type: none"><li>- Contributed to media briefs, media strategy development, advertising campaigns, and social media content;</li><li>- Managed social media accounts, moderated interactions, and handled lead management;</li><li>- Assisted in executing the marketing strategy for a diverse client portfolio.</li></ul>	Casablanca, Morocco

## EXTRACURRICULAR ACTIVITIES

June 2023 - Aug. 2024	<b>BDA – Bureau Des Arts ISCAE</b> President <ul style="list-style-type: none"><li>- Lead initiatives such as opening ISCAE Casablanca's first music room;</li><li>- Organized diverse artistic events within ISCAE;</li><li>- Expanded my experience by collaborating with event agencies like Ardentia Events as a professional band.</li></ul>	Casablanca, Morocco
Dec. 2024 - Dec. 2024	<b>Procter and Gamble winter internship summit</b> Top 3 - Fairy case study.	Casablanca, Morocco

## SKILLS, INTERESTS & OTHERS

<b>Languages</b>	Arabic (Native), English (fluent, TOEIC 920/990), French Bilingual (DALF C1).
<b>IT Skills</b>	Microsoft Office; Power BI; MS Project; Access; SPSS; Canva; Ethnos.
<b>Soft Skills</b>	Leadership; Teamwork; Communication; Creativity.
<b>Interests</b>	Music (Singer for over 15 years), Sprint race 100m (Gold medallist), Photography and Content Creation.