

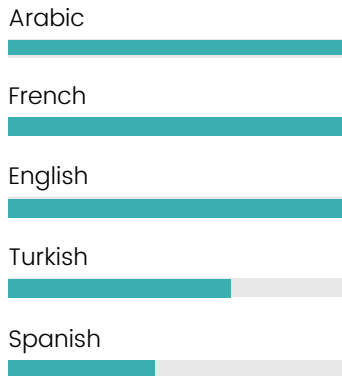


AFAF BOUAGADA

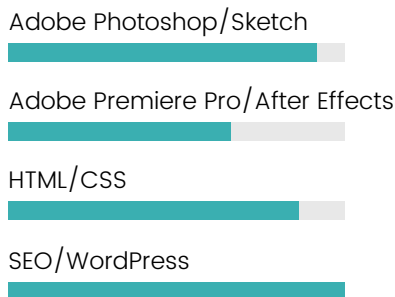
DIGITAL PROJECT MANAGER

As an organized and highly creative individual, I love the challenges of working within a dynamic and fast paced working environment. I never stop searching for new styles and new forms of self-expression to improve my skills. I love adventures and traveling, making experiences and being constantly inspired by new things and new people. Routine and monotony definitely kill me. I'm ready to tell you more stories about me and my adventures, just give me a shout and I'll be more than glad to share them with you. :)

LANGUAGES



SKILLS



CONTACT

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Casablanca, Morocco

EXPERIENCE

- SINCE 2020** **MAYA DIGITAL - CASABLANCA, MOROCCO**
DIGITAL PROJECT MANAGER
- Supervise and manage marketing projects for a large portfolio of national and multi-national clients, including: TotalEnergies, Avon, Yamed Promotion, MAP, Lafarge Holcim, Africa First Assist, AUSIM, KITEA Kitchen, etc.
 - Develop off-line and on-line marketing strategies and identify the appropriate advertising and promotional tools for each channel: Posters, radio spots, e-mailing campaigns, shootings, etc.
 - Propose and create content for the digital accounts of different clients.
 - Analyse and monitor the KPIs of the various clients' campaigns.
 - Implement influencer campaigns and supervise the content created by influencers for clients' accounts.
- SINCE 2020** **BAYZAT - KSA**
CONTRIBUTING WRITER
- Write articles on topics related to HR, business management, work culture, productivity and professional life.
- SINCE 2020** **VICE ARABIA - UAE**
CONTRIBUTING WRITER
- Draft content ideas in order to develop original stories.
 - Write and edit long-form compelling stories on various topics.
- 2020 - 2019** **MAYSHAD MAGAZINE - RABAT, MOROCCO**
EDITORIAL PROJECT MANAGER
- Craft the editorial strategy for the magazines (in Arabic & English) in light of the strategic objectives.
 - Serve as key liaison between the contributors, based in the MENA Region and the US, and the Executive Team.
 - Manage schedules and publication of all contents on the websites and the social media channels.
- 2018 - 2017** **WELOVEBUZZ - CASABLANCA, MOROCCO**
DIRECTOR OF PUBLICATIONS
- Plan, coordinate, and edit the written content for publication.
 - Optimize published pieces using SEO guidelines.
 - Manage the editorial calendar and ensure timely publication.
 - Monitor web traffic and user engagement.
- 2017 - 2013** **WELOVEBUZZ - CASABLANCA, MOROCCO**
EDITOR-IN-CHIEF
- Proofread, re-structure and edit articles in French and Arabic.
 - Update the website and social media pages with new content.
 - Manage and hire the content team.
- 2016** **AIESEC - AHMEDABAD, INDIA**
VOLUNTEER INTERN

EDUCATION

ÉCOLE NORMALE SUPÉRIEURE, TÉTOUAN - MOROCCO

2015 - 2017 | M.P.S. - Pedagogical Multimedia Engineering

FACULTÉ DES SCIENCES DE L'ÉDUCATION, RABAT - MOROCCO

2012 - 2015 | Fundamental Licence - Science of Education

<https://www.vice.com/ar/contributor/afaf>
<https://www.bayzat.com/ar/ksa/blog/>