



# ALI BACHA NASSIM

## SENIOR MEDIA SPECIALIST

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### PROFILE

Media Planning & Buying professional with a proven track record of leading successful media campaigns across a variety of channels and industries, on both agencies and clients.  
currently working for Ooredoo a leading telecom provider in the region

### EDUCATION

- **Finance Master degree**  
University of Algiers 3  
2018 - 2020
- **Bachelor in Finance**  
University of Algiers 3  
2015 - 2018
- **Baccalaureate in Science**  
Toufik Bouatoura High School  
2013 - 2015

### EXPERTISE

- META ADS
- Media Buying tools
- Digital Marketing
- Negotiation
- Media Plan
- Google ADS
- online/offline media plans
- KPIs and reports



### WORK EXPERIENCE

#### SENIOR MEDIA SPECIALIST

OOREDOO ALGERIA

FEB 2023  
-  
Present

1. Lead diverse media campaigns with media agency
2. Managing and optimizing media budget
3. Establishing PR & PO
4. Coordinate with project managers for media campaign launch
5. Coordinated with audit agencies to ensure compliance with media budget and placement guidelines, and conducted annual audits
6. Recommended media placements and sponsorships, and provide creative assets
7. Optimized TV media campaigns to achieve target KPIs (GRP, OTS)
8. Launched and executed cross-media campaigns w/ street marketing
9. Manager of the media department for 3 months

#### Media Planner

ALLEGORIE GROUP - FIFTY4MEDIA

Jul 2019  
-  
Jan 2023

##### 1. Offline Media:

- Analysed competitors and market trends
- Creating monthly media surveys for the agency clients
- Developed and recommended media strategies
- Planned and tracked media campaigns across digital, radio, press, TV, and OOH channels
- Negotiated and purchased advertising space
- Managed financial follow-up, client relationships, and supplier relationships

##### 2. market insights and KPIs for the agency clients

##### 3. Digital Media Buying:

- Google Ads platform management
- Analyse, optimize the KPIs and create daily reports.
- paid social, paid search, and display advertising campaigns launch

##### 4. Audio-visual Production:

- Managed social media (developed post calendars, tracked statistics, created weekly reports)
- Managing large digital audio-visual projects
- Served as social media manager for various Allegorie group audio-visual programs
- Develop content strategies for all types of projects

## LANGUAGE

- English
- French
- Arabic

## CERTIFICATIONS

### Sales force

IICOM Training and  
consultancy institute  
2020

### General English C2 Level

Descartes School  
2015 - 2017



## WORK EXPERIENCE

### Media Executive

ALLEGORIE GROUP - FIFTY4MEDIA

Jul 2018

-

July 2019

- Benchmark & Media survey
- Media plans Elaboration
- On-air campaign Monitoring with daily client reporting.
- Book and confirm the availability of different advertising spaces with the suppliers.
- Campaigns launch (Radio, press, Web)