

MARWA BEN HASSINE

MARKETING CONSULTANT, PhD(c)

Location: Dubai, UAE

Email: m.hassine@gmail.com

Linkedin: linkedin.com/in/marwaaa/



PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT | BRAND STRATEGIST

May 2023 - Present

Self-employed (Remote)

- Conducting comprehensive market research to understand the target audience, industry trends, competitors, and consumer behaviors.
- Developing marketing strategies and plans that align with business goals and objectives.
- Played a key role in defining and refining brand positioning, messaging, and identity, resulting in a more cohesive and compelling brand presence.
- Conducted A/B testing and ongoing optimization of marketing campaigns and strategies, resulting in continuous improvement in key performance metrics.
- Managing the marketing budget, allocating resources efficiently, and tracking expenses.

Projects: BMA USA , MELT 3D COLLECTIVE, Jacob Galea, Tri'UP Empowerment Hub, TaleCrafter

PROJECT MANAGER

Jan 2025 - Present

Mine'n Shine by MAZARS (part-time)

- Providing strategic guidance to multiple startups on business model development, go-to-market strategies, and operational scalability.
- Conducting market research and competitive analysis to identify growth opportunities and ensure product-market fit.
- Advising on financial planning, including budgeting, revenue models, and funding strategies, facilitating successful investor pitches.
- Mentoring startup founders in leadership, decision-making, and overcoming business challenges.
- Leveraging a robust professional network to establish partnerships and connect startups with key stakeholders, clients, and investors.
- Supporting startups in optimizing operational processes, enhancing efficiency, clients, and investors

PROJECT MANAGER

Jul 2022 - Sep 2023

Colibri & Pelican (Remote)

- Develop event proposals according to clients' requirements.
- Create a detailed agenda for the event, including speakers and topics of discussion.
- Work on the creation of exclusive materials for the event, concept note, invitations, backdrops, totems.
- Coordinate with other departments to ensure that all logistics are in place for the event
- Help in developing a communication plan for the event
- Maintain project schedules and provides status updates to project team members.

Technologies: Trello, Zoom, Canva, Slack, Google meet, Microsoft Office

MARKETING COORDINATOR

Jan 2021 -Jun 2022

NBC BANQ (Remote)

- Coordinate various advertising campaigns, events and other related activities
- Understand and monitor costs of marketing activities and prepare reports for my superiors
- Analyze data, assess trends and determine actions to optimize performance
- Manage and improve relationships with our suppliers
- Ensures the effective management of teams and organizes activities as needed
- Responsible for recruiting and managing all hiring processes for one of our projects

Technologies: Jira, Confluence, Trello, Canva, Miro, Google meet, Slack, Microsoft Office

CAMPAIGN MANAGER

Jan 2020 - Apr 2020

Blue Performance (Spain)

- Create and manage campaigns and creatives for more than 40 customers from Europe and Russia.
- Perform A/B testing and implement 3rd-party tracking tags.
- Analyse statistics from different affiliates, and reporting platforms in order to shoot troubles & resolve campaign issues that may arise.
- Control, optimize, and report on performance to help achieve the client KPIs.
- Conduct campaign analysis to provide insights on campaign performance and suggestions for improvement.
- Work closely with other departments, including sales, developers, and performance managers, across different branches of the company.

Technologies: Google Analytics, NetAffiliation, GetBlue, Trello, Google meet, Slack

DIGITAL MARKETING ASSISTANT

Jan 2018 - Mar 2019

Medikalista (Tunisia)

- Handle all audience data, email marketing, and electronic surveys
- Understand sale processes and handle all data needs surrounding sales efforts.
- Create content on Facebook and Instagram to help increase awareness of the agency in the French and Canadian markets
- Develop on-site body content, meta descriptions, and page titles in support of SEO strategies.
- Provid research and created content for company use.

Technologies: Google Analytics, Social Media, Canva, SEO, CRM, Google Ads, Wordpress

COMMUNITY MANAGER

Jun 2017 - Sep 2017

SAFOZI Cloud Hosting (Tunisia)

- Work on benchmarking, competitive intelligence, analyze new trends.
- Help in setting up and following the editorial planning Assist in setting up and following the editorial planning.
- Engage and interact with communities on different social networks by sharing content and answering questions.
- Provide reports on metrics and continuously seek ways to improve those metrics through new initiatives.

ACADEMIC BACKGROUND

Doctor of Philosophy IN MARKETING

Nov 2022 - Present

Reims Champagne-Adrenne University

MASTERS DEGREE IN MARKETING

Sep 2017 - Dec 2019

Carthage University of Tunisia

BACHELOR'S DEGREE IN MANAGEMENT

Sep 2014 - Jun 2017

Carthage University of Tunisia

PUBLICATIONS

BEN HASSINE, M.; BEN YOUSSEF, A.(2023), "Investigating the importance of big data use in the customer relationship management context", International Journal of Technology Marketing

PERSONAL SKILLS

- Problem-solving, analysis skills, interpersonal communication
- Work on multiple projects at the same time and prioritize projects according to business needs.
- Drive cross-functional collaboration
- Team player with a 'can-do' attitude
- Able to work under stress and navigate the ambiguity

LANGUAGE

Arabic	Native	English	Proficient
French	Proficient	Spanish	Conversational

VOLUNTEERING EXPERIENCE

Impact First (BAO Systems)	Mai 2023	Web Summit Lisbon	Nov 2019
Volunteer		Volunteer	
Pharmacy Forum 2022	Sept 2022	Afric'up	Sept 2019
Coordinator		Volunteer	
Northern Africarena	Aug 2022	Tunisia Digital Summit	April 2019
Project Manager		Hackathon Manager	
Tunisia Digital Summit	Jun 2021	Tuni'SEO event (7th edition)	April 2018
Even Coordinator		Event Coordinator	