

MARWA BEN HASSINE

MARKETING CONSULTANT, PhD(c)

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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.
- Provide 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
- 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
French Proficient

English Proficient
Spanish Conversational

VOLUNTEERING EXPERIENCE

Impact First (BAO Systems) *Mai 2023*
Volunteer

Pharmacy Forum 2022 *Sept 2022*
Coordinator

Northern Africarena *Aug 2022*
Project Manager

Tunisia Digital Summit *Jun 2021*
Even Coordinator

Web Summit Lisbon *Nov 2019*
Volunteer

Afric'up *Sept 2019*
Volunteer

Tunisia Digital Summit *April 2019*
Hackathon Manager

Tuni'SEO event (7th edition) *April 2018*
Event Coordinator