

Creative strategist shaping **brand worlds and digital campaigns** for e-commerce and DTC brands. I lead creative from insight and big idea through art direction, asset production, launch, and *performance-led iteration*.

01 EXPERIENCE

2025 – NOW Creative Strategist

CONVERSION BASED

- Own **end-to-end creative direction**, from brand positioning and campaign concepts to launch.
- Lead static, motion, UGC, and landing-page assets across the customer journey.
- Direct briefs, scripts, storyboards, designers, and creators; iterate using performance insights.

2024 – 2025 Global Creative Strategy & Communications Specialist

SCHNEIDER ELECTRIC

- Created **global brand platforms**, campaign concepts, messaging, and visual territories.
- Built adaptable creative systems and asset toolkits for international digital campaigns.
- Led regional teams and production partners from concept and art direction through delivery.

2023 – 2024 Creative Strategist & Content Specialist

SCHNEIDER ELECTRIC

- Concepted and produced social-first **digital campaigns**, from scripts to final assets.
- Developed brand identities, visual storytelling, and channel-native creative executions.
- Built repeatable briefs and production systems for the in-house creative team.



Build a distinctive *brand idea*, turn it into campaign assets, then sharpen the work through culture, craft, and performance.

WORKING PRINCIPLE

02 EDUCATION

2018 – 2023

Master MAC · Marketing & Action Commerciale

ENCG · National School of Business & Management

CERTIFIED

Digital Marketing & Paid Media

Google Professional Courses

03 SKILLS

CREATIVE DIRECTION

Brand positioning

Concept development

Campaign concepts

Art direction

Creative briefs

CAMPAIGNS & ASSETS

Digital campaigns

Paid social

Static & motion

UGC concepts

Scriptwriting

Storyboarding

Production leadership

BRAND & DESIGN

Brand systems

Visual identity

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Figma

PERFORMANCE CREATIVE

Consumer research

Hooks & angles

Testing roadmaps

Creative analysis

CRO

TOOLS & PLATFORMS

Meta Ads Manager

TikTok Ads

Shopify

Higgsfield

Claude

04 LANGUAGES

Arabic		NATIVE
French		FLUENT
English		FLUENT
Spanish		CONVERSATIONAL