

MAHER ZAOUALI

MARKETING & DIGITAL COMMUNICATION
MANAGER



WORK EXPERIENCE

Digital College - Tunisia

2021 - Now

Bachelor and Master teacher

- PAO
- Web Design
- Wordpress
- Communication 360°
- Jury of master classes

ATUGE - Association des Tunisiens des Grandes Ecoles

2019 - Now

Communication Manager

- Elaborating communication plans for all events and projects.
- Facilitating the internal communication [Localy & Globaly] using trendy tools
- Designing online and offline communication materials
- Creating Brand Toolkit and templates for the organization
- Contributing in the plateforme creation : www.atuge.org

Keystone Group

2019

Re-Branding consultancy

- Creation new logos for the three agencies : keystone.tn / csirt.tn / cyber.tn
- Designing all graphical materials for the group : ID Cards, Letterhead, flyers, social networks posts and covers and presentations
- Developing three websites using the new graphical guidelines
 - www.keystone.tn
 - www.csirt.tn
 - www.cyber.tn
- Editing promotional videos

Synaps - Digital Marketing & Communication Agency

2018-2019

Board Director

- Leading the executive teams as graphic designers, redactors, community management and web designers.
- Supervise the digital plan of each customer.
- Elaborating monthly reports.
- Managing Ads of each customer.

EDUCATION

ISG - Institut supérieur de gestion de tunis

Fundamental Licence in management.

Tunis Business School

Undergraduated - 3 Years

AREAS OF EXPERTISE

- Digital Communication
- Social Medias Marketing
- Online Communication
- Offline Communication
- Web Design
- Graphic Design [Online/Offline]
- Video Editing
- Trends Design

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IIDebate - International Institute Of Debate 2017-2018

Communication Officer

- Supervising & accompagnement of communication team .
- Promote activities of the organization through offline/online campaigns.
- Elaborating Graphic Toolkit for the 14 subsidiary organizations.
- Evaluate reports of subsidiary organizations.
- Updating and re-designing website of the organization using Wordpress as CMS : www.iidebate.org

VIA - Travel Agency 2016-2017

Communication Officer

- Creating Online/Offline promotional materials
- Collaborating with other companies like www.tayara.tn in order to promote Via's services
- Updating website.
- Community management.
- Elaborate the graphic chart of the agency.

MENA Tours - Travel Agency 2015-2016

Communication Officer

- Creating Online/Offline promotional materials
- Community management.
- Elaborate offline & online communication supports of the agency.

EXTRAS CURRICULAS

Formation des formateurs - College de Paris [Paris] 2023

Communication Manager

ATUGE France - Event : Asselama Tounes 2022

Communication Manager

Hultprize Foundation - Avicenne Business School 2015-2016

Communication Officer

AIESEC Bardo - Tunisia 2014-2015

Vice President : Marketing & Communication

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AIESEC IN ESTONIA

Web Designer

2014

AIESEC in Ukraine

Volunteering work abroad (Teaching english)

2013

BBC Arabia

Certification about tweeting and writing political articles

2013