

Hedi MLIKA

Digital Marketing Specialist

Hello! I'm Hedi, a social media specialist and content creator with three years of experience in digital marketing. Skilled in project management, content strategy, and using tools like Business Suite, ClickUp, Figma, and Illustrator, I excel at delivering high-quality content on time while collaborating effectively with teams and stakeholders. I am skilled at managing my time and collaborating with managers and stakeholders to ensure content is delivered on time and to the highest quality.

Contact

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Ben arous 2013, TN



Education

ESPIMA BUSINESS SCHOOL TUNIS

MASTER'S DEGREE IN PROJECT MANAGEMENT
2019 – 2021

- Relevant courses: quality management, talent management, project life cycle.
- Prizes and distinctions: End of studies thesis (Excellent mention with honors from the jury).

ISSAT SOUSSE

BACHELOR'S DEGREE IN COMPUTER SCIENCE
2016 – 2019

- Relevant courses: Algorithms, Programming, object-oriented, human-computer interaction.
 - Prizes and distinctions: End of studies project (Excellent mention with honors from the jury).
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Skills

Content Strategy
Content Studio / Meta Business Suite
Trello / ClickUp
Copywriting
SEO / Marketing Tools
Community Management
Adobe Photoshop / Illustrator / Figma
Davinci resolve / Adobe Premiere

Experience

MARKETING CONTENT MANAGER

GEI: GENERAL DE L'EQUIPEMENT INDUSTRIEL | 08/2023 – NOW

- In charge of Beauty and wellbeing German Brands such as Beurer (more than 300 products) and water filters Italian brands such as Laica.
- Creating marketing and editorial content and promote products through shootings and UGC creators.
- Creating a full content strategy that goes up to one year of planning.

SOCIAL MEDIA SPECIALIST

M2 - FREELANCE | 10/2021 - 12/2023

- Social Media Development and Coordination: Manage social media for both new and established companies, creating tailored content to meet their unique needs.
- Content Strategy Collaboration: Work closely with clients to build content strategies that strengthen their online presence and support business goals.
- Past Clients: Nakata Petshop, Sintegra Consulting, and Para El Farabi

CONTENT CREATOR & EDITOR

SINTEGRA CONSULTING | 07/2022 - 03/2023

- Creating entertaining and recruitment content.
- Creating reusable content and templates.
- Editing and formatting texts following copyrighting rules.
- Managing content planner table for every social media (Instagram / Facebook / YouTube).
- Planning and creating reels and stories.
- Community management (Facebook and Discord).

CONTENT CREATOR

IPOLY STUDIO | 05/2022 - 06/2022

- Assisting management and planning projects.
- Updating the communication plan and researching/working on the required specifications for the growth of its client portfolio.
- Creating 3 weeks of content for the team as well as templates to be self-sufficient.

PROCESS MANAGER

LANTERNS STUDIO | 02/2021 - 05/2021

- Identifying problems, opportunities and solutions for a triple A 3D game.
- Analyzing the production process and compare them to similar projects.
- Reorganize the work ow of 3D, Programming and Sound departments through a pipeline diagram and detailing.