

Curriculum Vitae

MOHAMED AMINE OUICHKA



28/11/1984

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EDUCATION

- 20 10-2012 **MASTER in economics : company and European market** [ESSECT](#)
- 20 05-2009 **Maitrise in Financial and Banking Economics** (High School of Economic and Commercial Sciences of Tunis, [ESSECT](#))

Professional experiences

- 2019—present **Digital Marketing Manager @**[AYAWIN](#)
- Management of the presence on social networks
 - Offline presence management
 - Conception and management of B2B marketing solutions and offers
 - Management of public relations activity
 - Campaign Management (Social ads / google ads)
 - Growth hacking management
 - Conception and management of marketing/communication campaigns.
- 20 15 – 2019 **Business Developer & Digital Planner @**[STREAMERZ](#)
- Writing commercial offers and budgeting campaigns
 - Digital planning
 - Management of Social Media-ADs campaigns (facebook, instagram, linkedin) and Google Ads campaign.
 - Planning of radio campaigns
 - Strategic recommendations .
 - Respond to customer briefs and prepare social media pitches
 - Management of website / Mobile Application projects
 - Advertising Agency of [mosaiquefm.net](#) , [tayara.tn](#) , [jawharafm.net](#)
 - Conception and execution of product placement operations TV& RADIO
- 2015 -10months **Project Manager** [MadisonAds](#) ; **CPC and RTB platform**
- Development of a commercial strategy.
 - Prospecting and presentation of the platform to advertisers and partner agencies.
 - Presentation of the platform to potential publishers and contribute to the widening of the network.
 - Accompanying advertisers on the platform .
- 2009-present **Business Development & Digital Transformation Consultant** (call center)
- Assistance for the implementation and proposal of operations
 - Digital transformation of activity
- 2013 -6 months **Business Developer «French market»**
[GEOTRACKING](#) (geolocation GPS/GPRS) :
- Developing a BtoB portfolio
 - Competitive intelligence and business strategy development
 - Ensure visibility and interactivity on the web
 - Management of the online store
- 20 12 - 4months **Researcher at** [the Central Bank of Tunisia](#): **Center for Research and Financial and Monetary Studies**
- Realization of a study on the causes of the rise of the prices of the food products:
- 20 11 - 3months **Back Office Manager**[Traders Investment Managers](#) **Portfolio management company**
- Operations for internal control and anomaly detection
 - Calculation of the net asset value of the mutual funds
 - Update of the database of portfolio
 - Initiation to financial analysis and decision-making process
- 20 09 -6months **[Banque Internationale Arabe de Tunisie](#) Tunis : end-of-study internship at the forex office (subject: forex options on the Tunisian foreign exchange market)**

Achievements & extra professional experiences

Digital Communications Consultant at the [HNEC](#): As part of [IFES](#) mission, International Foundation for Electoral Systems, I accompanied the High National Electoral Commission in Libya in their digital communication

co-organizer Cafe Carrefour : By the initiative of [FING](#) , [Cogite](#) & [Social Media Club Tunisia](#); bring inventors and entrepreneurs together in ICT and put them in touch with key players in entrepreneurship

Co-initiator and co-organizer [OpenGovTn Awards](#) : Awards organized by the [OpenGovTn](#) group to promote the OpenGov culture in Tunisia (participative democracy and Open Data)

Trainer in blogging and social media : animation of training sessions organized by [the association of Tunisian bloggers](#) and by [Social Media ClubTunisia](#)

[BLOGORATI](#) Project : Aggregator of blogs which allows the Bloggers to have a better visibility by using the social media (project realized with [Digital Participation Camp](#) in Munster, Germany)

Digital Director [CLUB AFRICAIN](#) 2015 – 02/2017 : Development of a strategy of digital transformation of the club and the piloting of its execution

Expertise

Business Development; Business Strategy; Forex ; Back Office Management ;Economics; Economic Policy ; Prospection; CRM ; Call Centers ; New Business Opportunities ; Business Planning ; Digital Marketing ; Digital Planning ; Google Analytics ; DFP ; E -business ; Strategic Planning ; Monetization ; Outsourcing ; Start- ups ; Market Research; Social Media; Social Entrepreneurship ;Event Management ; LiveStreaming

Languages

Arabic	Native language
French	Native language
English	Read written talked
Italian	Talked

Hobbies

Cinema, Music, NICT, Theater.Sports ...