

HAMZA KHLAF



CONTENT & COMMUNITY MANAGER | DIGITAL MARKETING STRATEGIST & TRAINER

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ABOUT ME

Creative and results-driven Digital Marketing Strategist with hands-on experience in content strategy, community management, branding, social media marketing, and digital communication. Passionate about building engaging brand experiences through strategic storytelling, performance-driven campaigns, and creative visual direction. Experienced in delivering digital marketing training sessions and workshops for training centers, universities, and student communities across Tunisia, helping students and young professionals develop practical skills in social media marketing, advertising, branding, UI/UX, and personal branding. Combines analytical thinking with strong creative execution to develop impactful campaigns, engaging content ecosystems, and modern digital identities for brands and organizations.

CORE EXPERTISE

- Digital Marketing Strategy | Content Strategy & Planning | Community Management | UI/UX Design
- Social Media Marketing | Meta Ads & Campaign Management | Branding & Visual Identity
- Graphic Design | Email Marketing & Automation | Social Media Reporting & Analytics | LinkedIn PB

TOOLS & PLATFORMS

- Meta Business Suite • Meta Ads Manager • Google Analytics • Metricool • Brevo
- Canva • Adobe Photoshop • Adobe Illustrator • Premiere Pro • CapCut • Figma
- Content Creation • Copywriting • Presentation Design • Campaign Reporting • Brand Audits

PROFESSIONAL EXPERIENCE

OZE Agency — Content & Community Manager

Mar 2026 - Present

Tunis, Tunisia, *Hybrid*

- Develop and execute content strategies tailored to client objectives and brand positioning.
- Manage and grow online communities through strategic engagement and audience interaction.
- Create social media content calendars, campaign concepts, and branded communication materials.
- Collaborate with designers and marketing teams to produce impactful digital campaigns.
- Monitor campaign performance and audience insights to optimize engagement and reach.
- Participate in branding and digital identity projects for multiple clients and sectors.

Flayes - Digital Marketing Lead

Jan 2025 - Sep 2025

Tunis, Tunisia, *Hybrid*

- Contributed to improving client acquisition through data-driven marketing campaigns and lead generation strategies.
- Boosted social media engagement by 65% in 3 months by launching targeted content strategies and influencer collaborations.
- Reduced client churn rate by 25% by implementing personalized email marketing and retention strategies.
- Helped improve campaign performance through A/B testing, audience targeting, and reporting analysis.
- Scaled marketing automation workflows, saving 30% in manual effort and improving campaign consistency.
- Led rebranding and visual identity overhaul, increasing brand recognition and inbound inquiries by 35%.
- Managed a cross-functional team of 5+ members across design, content, and digital marketing, using Agile methodology for faster execution.
- Spearheaded partnerships and collaborations that generated 20% new business opportunities.

REDIX Digital Solutions - Digital Marketing Manager

Jul 2023 - Jul 2024

Manouba, Tunisia, Hybrid

- Built marketing strategies for multiple client accounts based on business goals, market positioning, and audience needs.
- Conducted brand and digital presence audits to identify weaknesses, opportunities, and growth recommendations.
- Delivered clear marketing reports and strategic insights to support client decision-making and campaign improvement.
- Worked closely with design, content, and account teams to ensure consistent and effective campaign execution.
- Contributed to improving brand visibility, engagement, and lead generation through structured digital marketing actions.
- Analyzed campaign and channel performance to recommend optimizations and improve overall effectiveness.
- Supported brand development efforts by aligning messaging, content direction, and digital communication strategies.

TRAINING & TEACHING EXPERIENCE

Freelance Workshops & University Training Sessions

Various Universities & Student Communities

Manouba, Tunisia

- Delivered workshops and training sessions for student clubs, creative communities, and educational organizations including:
- ISAMM / FSEG / ISG / ESSECT / **Hub Denden** / **Yesly Training Center Manouba**

Topics included:

- Digital Marketing Strategy / Social Media Management / Personal Branding
- Content Creation / Graphic Design / Branding / UI/UX Introduction / Advertising Campaigns
- Led interactive sessions with groups ranging from 18 to 26 participants.
- Created engaging educational content adapted to beginner and intermediate levels.
- Focused on practical application, creativity, and market-oriented digital skills.

VOLUNTEER EXPERIENCE

AIESEC IN TUNISIA

Marketing Team

Sep 2022 – Apr 2023

- Led and organized cross-cultural exchange programs and community development projects.
- Developed leadership, communication, and project management skills through local and international experiences.
- Represented Tunisia in international conferences, promoting youth leadership and global collaboration.

Tunisia Red Crescent

Volunteer

Apr 2021 – Oct 2021

- Participated in disaster relief efforts and local community development initiatives, providing direct support to vulnerable populations.
- Received training in first aid, crisis response, and humanitarian practices to ensure effective field engagement.
- Collaborated with teams to coordinate aid distribution and awareness campaigns, fostering teamwork and social responsibility.

NMTC (National Microsoft Technologies Camp)

Marketing Lead

Dec 2021 – Mar 2023

- Managed media coverage and content creation for a national tech event, collaborating with professionals and student communities.
- Built connections between Microsoft partner companies and university clubs, enhancing event visibility and impact.
- Led a creative media team to successfully promote and document the event.

EDUCATION

Bachelor's Degree in Business Computing – Higher School of Digital Economy (ESEN), 2023–2026

High School Diploma in Computer Science Studies – LMMB, 2022

ADDITIONAL INFORMATION

- **Languages:** Arabic (Native), English (Fluent), French (Basic), Italian (Basic)