



# BTACHCyrine

26 years old  
Marketing spécialiste

Experienced marketing specialist skilled in brand management, client relations, and campaign execution. I excel in conducting market analyses and managing digital marketing strategies. With a strong focus on customer engagement and attention to detail, I am dedicated to helping brands achieve their marketing goals and fostering lasting relationships

## CONTACT

- +216 23 870 261
- Btachcyrine@gmail.com
- <https://www.linkedin.com/in/btach-sirine>
- Hammam-lif, 2050, Tunis

## SKILLS

- Software : Microsoft Office Suite, Canva, Odoo, Penny Lane, UML
- Digital Marketing & SEO: SEO, Social Media Management, Marketing Strategy
- Administrative Skills: Administrative Management, Active Listening

## LANGUAGES

Arabic  
English  
French

## EXPERIENCE

### MY HOME IT - France | Marketing Assistant 06/2023 - Present

- Develop and implement marketing campaigns across social media platforms (Facebook, Instagram, LinkedIn) to increase brand awareness and drive engagement.
- Conduct market research to analyze trends, identify customer needs, and assist in the creation of targeted promotional strategies.
- Collaborate with cross-functional teams to manage content creation, optimize digital marketing efforts, and track campaign performance for continuous improvement.

### Freelancer | Community Manager 10/2022 - Present

- Develop and implement social media strategies to grow brand presence and engage target audiences.
- Create compelling content, monitor performance metrics, and manage interactions across social platforms.

### MB Business Call Center | Customer Advisor 06/2021 - 10/2021

- Delivered high-quality customer support, handling inquiries and troubleshooting issues to maintain client satisfaction.

### FranchiseLab - Lac 1 - Tunis | Marketing Intern 02/2023 - 06/2023

- Assisted in planning and executing marketing campaigns, including conducting market research and analyzing trends to inform strategies.

### MB Informatique - Lafayette - Tunis | Marketing Agent Intern 02/2021 - 05/2021

- Supported the marketing team in campaign execution, market analysis, and content creation for digital marketing initiatives.

## EDUCATION

2021 – 2023  
UNIVERSITY: FSEGT MANAR  
**MASTER'S IN DIGITAL MANAGEMENT (HONORS)**

2018 – 2021  
UNIVERSITY: FSEGT MANAR  
**BACHELOR'S IN MARKETING (HIGH HONORS)**

2017 – 2018  
**HIGH SCHOOL DIPLOMA IN ECONOMICS AND MANAGEMENT**