

Maram Ben Haddada

Marketing Strategist

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SUMMARY

Growth-oriented marketing professional with **+3 years of experience** in **digital marketing**, campaign management, **brand positioning**, and go-to-market execution within startup, SaaS, and fintech environments. Skilled in managing multi-channel campaigns, driving audience growth, and supporting product launches and communication strategies.

CORE COMPETENCIES

- Marketing research
- Data Analysis
- Email Marketing
- MarketingStrategy
- Brand management
- Digital Marketing

EDUCATION

Tunis Business School

Bachelor of business administration Major in **Marketing** Minor **Business Analytics**

June 2024

PROFESSIONAL EXPERIENCE

Insight Plus | Marketing and communication officer

November 2024-Present

- Lead marketing initiatives including positioning, messaging, content creation, and campaign planning.
- Coordinate marketing, communication, and go-to-market efforts across teams and partners.
- Support product strategy and roadmap alignment with business objectives.
- Prepare fundraising materials and investor presentations with the executive team.
- Create marketing strategies for fintech and SaaS solutions including ERP and FX-related products.

Naga Incubator | Marketing and communication director

October 2023-September 2024

- Developed a comprehensive social media strategy across three platforms that amplified brand reach by 200%.
- Spearheaded a digital marketing campaign that increased program participation by 60% through targeted social media advertising and email marketing using Mailchimp.
- Directed public relations initiatives to enhance the incubator's reputation and visibility.
- Supported in organizing events which facilitated important networking opportunities and led to a 28% expansion of the program's professional network.
- Provided consulting to multiple startups, optimizing their marketing strategies and improving brand positioning.

CoZi | Marketingmanager

February 2023-June 2024

- Created and distributed email newsletters using Mailchimp, achieving an increase in open rate by 34%
- Led social media marketing initiatives, driving an increase in nights bookings.
- Enhanced user experience and interface on the main website by collaborating with developers, which resulted in a 61% increase in session duration.
- Supported grant application processes, successfully securing 200k DT in funding.

XIRCLS | Marketing Intern

June-September 2022

- Produced engaging content on social media that increased brand visibility.
- Learned about Search Engine Optimization fundamentals. Learned to collaborate and work with multinational teams.

Knowledge & Skills SaaS | Digital Marketing Intern

July-August 2021

- Prepared marketing strategy to increase brand awareness and attract potential users.
- Created engaging social media and blog content to promote events and drive website traffic.
- Optimized website search engine ranking through keyword research and other SEO techniques.

SKILLS

Tools: Google analytics, Meta Ads, Meta Business Manager, Mailchimp, Wordpress, Canva , SPSS, MAXQDA, Trello , hubspot CRM, Google Search Console, Google my business, Semrush **Other:** Data analysis, Corporate Finance, Decision making, Time management, Communication and Presentation Skills, HTML and CSS

VOLUNTEERING

Art Factory | Painting coordinator

September 2021-July 2022

- Participated in organizing painting contests, workshops to teach members and make them familiar with different art techniques, materials and styles.

Hult Prize | Marketing communication member

December 2021-March 2022

- Assisted in creating content marketing strategy for the program resulting in gaining an award for the best marketing in the EMENA region.

Act to Impact | Marketing member

September 2020-March 2021

- Brainstormed and executed different social media content resulting in a better engagement.

CERTIFICATIONS

- Google digital garage Fundamentals of digital marketing
- Hubspot academy Inbound marketing
- California Institute of the Arts Fundamentals of graphic design
- Hubspot Digital Marketing Certificate
- Hubspot Digital Advertising
- Hubspot Social Media Marketing II
- Semrush how to increase sales on shopify with content marketing
- Hubspot Content Marketing
- Girls In Marketing Digital Marketing Internship program