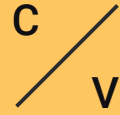




# MAALEJ MOHAMED

SENIOR ART DIRECTOR  
MARKETING AND BRANDING CONSULTANT



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of  
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## ABOUT ME

I'M A SENIOR ART DIRECTOR, MARKETING AND BRANDING CONSULTANT, CURRENTLY LIVING IN TUNISIA. I LIVE IN A WORLD OF INFINITE POSSIBILITIES, PREFERRING TO SEE THINGS NOT AS THEY ARE BUT AS THEY COULD BE. I'M A PROBLEM SOLVER WITH A KEEN INTEREST IN CONTRIBUTING TO SOCIETY THROUGH DESIGN

## EDUCATION

2013 - 2016

### ADVERTISING AND ART DIRECTION DEGREE

Higher school of art and design of tunis

2010 - 2013

### MULTIMEDIA DEGREE

Higher institute of computer science and multimedia of sfax

2010

### A BACCALAUREATE DEGREE IN COMPUTER SCIENCE

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Cinema 4D

Web Design

Wordpress

Webflow

Photography

Art Director

Strategic Planning

Social Media Marketing

E-Marketing

Brand Managment

Team Management

## EXPERIENCES

2023 - Present

### SENIOR GRAPHIC AND WEB DESIGNER

YouHodler

- Designing, producing, and managing youhodler.com website.
- Troubleshoot and debug web design issues.
- Producing media, and promotional artwork for marketing teams.
- Preparing briefs for each project and presenting design ideas to all the relevant stakeholders.
- Ensuring consistency in designs and content across all company platforms.
- Providing advice and guidance on the aesthetic for campaigns, projects, and promotional events.

2020 - 2023

### INDEPENDENT ART DIRECTOR & MARKETING AND BRANDING CONSULTANT

Worked with many international and local companies :

**TUNISIA** : Created a brand package and guidlines for many olive and vegetable oil in the market .

**FRANCE** : developed a brand and marketing guidlines for pharma product supplier.

**SENEGAL**: ART DIRECTOR for a start-up specialized in catering field marketing .

**NETHERLANDS**: worked with an affiliate marketing company in art direction, Created marketing materials: banners, email templates, landing pages designs and built lead generation landers using elementor.

2018-2019

### TEAM LEADER / TRAINER

vistaprint

Managed and lead a team of 6 graphic designer.

Communicates company goals, safety practices, and deadlines to team. Motivate team members and assesses performance. Provided help to management, including hiring and training, and keeps management updated on team performance. Communicate concerns and policies among management and team members.

2017 - 2018

### SENIOR GRAPHIC DESIGNER

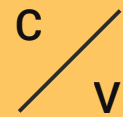
Vistaprint

- Provide concept, design and practical art application, working with internal and external clients in US/Canada and other artists/designers to accurately complete each brief.
- Experience in a design studio as a senior designer.



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## CONTACT

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in linkedin.com/in/medmaalej

## SOME BRANDS WORKED WITH



## LANGUAGE

Arabic

English

French

## SOCIAL MEDIA

f facebook.com/Maalej.med.16

@m\_maalej

## EXPERIENCES (CONTINUE)

2016 - 2017

### SENIOR GRAPHIC DESIGNER

Créa'team

- Developed and designed packaging and marketing iteams for many leading brands in agrifood industry . ( Delice Danon, Diari, Randa, bondin , Ben Yedder etc.. )

2015 - Present

### INDEPENDENT ART DIRECTOR & GRAPHIC DESIGNER

pi2r Digital agency - Tunisia | Twilight Prod - Tunisia | Fortel - Rotterdam

- Extend and evolve visual identity consistently across all channels (e.g. site, landing pages , email, etc.)  
- Conceptualized new designs for marketing material and ads  
- Collaborated with various clients independently as graphic designer  
- Collaborated with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

2014 - 2015

### MARKETING COMMUNICATIONS MANAGER

La muse prod

- Executed a variety of roles within the marketing department specifically communications, branding, lead generation and strategy.  
- Created all published materials including marketing campaign materials, company collateral, press releases, etc...

2013 - 2014

### WEB & GRAPHIC DESIGNER

PIVO Agency

- Designed and delived online graphics for several brands.  
- Employ each brand's styles and guidelines into designs.  
-Design and marketing collateral material

2012 - 2014

### VICE PRESIDENT IN AIESEC

Vice president of managment, marketing and communication

- The AIESEC network includes approximately 44,280 members in 120+ countries.