

Oumayma Jannen

Strategic Social Media & Marketing Director

+216 54 637 592
oumaimajannen51@gmail.com

Tunisia
Nabeul

Summary

I belong to the digital generation and master social media tools and technologies. Highly motivated to develop my skills and grow professionally, I am confident in my ability to come up with creative ideas for marketing campaigns. My passion for music, as a guitarist and singer, has deeply enriched my communication skills and stimulated my creativity and innovative spirit. I am a dynamic person with strong analytical skills and keen attention to detail, developed through my musical background. I always seek challenges because they motivate me and drive me to work hard. I don't pause until I achieve my goals.

Experience

Digital Marketing Manager
From Com Group | Digital Agency
Jul 2024 - April 2025 • Remote

- Analyzed client websites and provided optimization recommendations to improve performance.
- Developed tailored SEO strategies and conducted competitive benchmarking.
- Created and managed Google Ads campaigns for lead generation and visibility.
- Planned and executed content calendars for both clients and the agency.
- Collaborated with design teams to ensure brand consistency across platforms.
- Crafted and implemented social media strategies for clients from diverse industries.
- Developed integrated marketing strategies combining Google Ads, SEO, and LinkedIn.

Digital Marketing Manager
Roberto Pignati | Clothing Brand
Jul 2022 - Jul 2024 • Tunisia

- Audited digital presence and developed comprehensive marketing strategies
- Coordinated product photography, image editing, and creative content production
- Optimized social media profiles and executed targeted ad campaigns on Facebook, Instagram, and TikTok
- Managed content calendars and produced diverse video formats, including reels and behind-the-scenes footage
- Established partnerships with leading online marketplaces
- Launched seasonal promotional campaigns to boost revenue and brand visibility
- Enhanced in-store visual merchandising through strategic window displays and promotional videos
- Analyzed performance data and evaluated ROI to refine digital marketing efforts

Skills

- **Google Suite for Marketing**
Google Analytics, Google Ads, Google Search Console, Google Tag Manager, PageSpeed Insights
- **SEO & Web Performance Tools** SEMrush, Ubersuggest, Screaming Frog, GTmetrix.
- **Social Media & Advertising Platforms** Meta Business Suite (Ads Manager), Instagram Ads, Facebook Ads.
- **Content Creation & Design Tools** Pinterest, Canva, Figma, CapCut, InShot.
- **Project & Workflow Management Tools** ClickUp, Notion.
- **Email Marketing Tools** Mailchimp
- **Content Strategy & Planning** Editorial Calendars, Google Docs, Google Sheets.
- **Project & Workflow Management Tools** ClickUp, Notion.

- **Strategic Frameworks**
• SWOT Analysis, Business Model Canvas, Lean Canvas, Value Proposition Canvas, Unique Value Proposition, Empathy Map
- **Soft Skills**
• Creative thinking, strong communication, attention to detail, problem solving analytical mindset, adaptability & leadership, passionate & proactive attitude

Languages

English
FLUENT

French
UPPER
INTERMEDIATE

Web & Social

LinkedIn [Oumayma Jannen](#)

Digital Marketing Instructor

GOMYCODE

Aug 2023 - Nov 2024 • Tunisia

- Mentored diverse students, expanding their digital expertise through hands-on learning.
- Guided project creation with a strong focus on social media operations.
- Introduced business fundamentals, covering frameworks such as business model canvas, lean canvas, and buyer personas.
- Facilitated SMART goal-setting for building social media presence and managing ad campaigns.
- Designed editorial strategies and calendars to streamline content management.
- Trained students in analytical techniques to interpret social media data for optimization.
- Oversaw the successful journey from concept to campaign, witnessing students launch and manage effective digital businesses.

Digital Marketer • Internship

Leaders University | University

Apr 2022 - Jul 2022 • Tunisia

- Audited the digital presence, including social media and website performance.
- Conducted a comprehensive brand audit using offline surveys to gauge university awareness and identify challenges.
- Developed and executed marketing plans (online and offline) to boost brand awareness and lead generation.
- Created and managed content calendars, producing videos and photos to support the strategy.
- Coordinated high-impact integrated marketing initiatives—including organizing a hackathon and a webinar—to elevate university awareness both online and offline.
- Managed targeted email campaigns and optimized landing pages for effective lead generation.
- Partnered with nano influencers, entrepreneurs, and mentors to promote events and drive active participant engagement.

Education

Bachelor’s Degree in Digital Marketing

Higher Institute of Technological Studies of Nabeul

Oct 2019 - Aug 2022 • Tunisia

- Vice president of Community Managers Club
- DIMOUZIKA Club member

Volunteer Experience

Club member

ISETN Social Club

2020 - 2022 • Tunisia

- Contributed to addressing student concerns by gathering feedback, proposing solutions, and collaborating on initiatives to enhance campus life.