



KHALIL EL BCHIKER

ABOUT ME

I am passionate about marketing and have spent a lot of time learning how it works. I've read some of the best marketing books, like Blue Ocean Strategy, This is Marketing, The One-Page Marketing Plan, and Contagious world. I also have a certificate in Social Media Marketing and have practiced creating marketing strategies and social media campaigns.

Even though I don't have official work experience, I know how to build strong brands, create engaging content, and connect with audiences. I'm ready to put my knowledge into action and grow in a marketing role.

SKILLS

- **Marketing Strategy:** I know how to create simple and effective plans to attract customers and grow a business (inspired by The One-Page Marketing Plan).
- **Social Media Marketing:** I understand how to use platforms like Facebook, Instagram, and TikTok to reach people and run campaigns.
- **Content Creation:** I can design creative and shareable content to make a brand stand out (based on ideas from Contagious).
- **Consumer Psychology:** I understand how people think and make decisions, which helps in creating strong messages (inspired by Psychology of Persuasion).
- **Creative Thinking:** I can spot opportunities to make a product or service unique (based on Blue Ocean Strategy).
- **Learning Mindset:** I'm always updating my skills by reading, taking courses, and practicing what I learn.

TECHNICAL AND DIGITAL SKILLS

- **Web Development:** Advanced knowledge of WordPress for building and managing websites, including e-commerce setups.
- **Landing Pages:** Skilled in designing and structuring landing pages optimized for sales and lead generation in e-commerce.
- **Media Buying:** Proficient in running and optimizing advertising campaigns on TikTok, Facebook, and Instagram.
- **Creative Advertising:** Expertise in creating impactful and engaging ad creatives tailored to different platforms and audiences.
- **Video Editing:** Advanced video editing skills using CapCut and Adobe Premiere Pro for professional and social media-ready content.
- **Graphic Design:** Creating high-quality visuals and marketing materials using Canva, Adobe Illustrator, and Photoshop.
- **Copywriting:** Crafting persuasive and engaging content for ads, websites, and marketing campaigns.
- **Networking:** Strong foundational knowledge of computer networks and troubleshooting.

PROFESSIONAL EXPERIENCE

- **Madaris Al Akssa:** Primary School Teacher October 2022 - May 2023
- Taught computer skills to primary school students, helping them become comfortable with technology and develop basic IT skills.
- Conducted assessments to track students' progress and provided constructive feedback to help them improve.

CONTACT

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SKILLS

- Teamwork
- Time Management
- Effective Communication
- Critical Thinking
- Creativity
- Problem-Solving

LANGUAGES

- English (Fluent)
- Arabe (Fluent)
- French (Intermediate)

EDUCATION

- **Social Media Marketing** 2024
Certification: Cambridge University
- **Bachelor's Degree** 2021-2022
in Networking: ordiciel
- **Specialized Technician** 2019-2021
Diploma in Computer Networks
- **American Institute** 2021-2023
Upper Intermediate Level
- **Alghazali High School** : 2018-2019
SVT (Life and Earth Sciences)
Experimental Baccalaureate