WIEM ALMAHJOUBI

Marketing Manager | Partnerships & Market Expansion

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ABOUT ME

Strategic Marketing and Partnerships professional experienced in driving growth through market research, competitive analysis, partnership development, and expansion strategies. Skilled in project management, identifying market opportunities, and turning insights into actionable initiatives. Adaptable, quick to learn, and passionate about building impactful marketing strategies that deliver measurable results.

SKILLS

- Team Leadership & Coordination
- Project Mangement (Agile Scrum)
- Strategic Planning & Execution
- Influencer & Affiliate Evaluation
- Competitor benchmarking
- Social media performance analysis
- Stakeholder Communication & Reporting
- Market Research

TOOLS

- Lark, Slack, Trello & Jira
- Meta Business Suite
- Adobe Creative Suite
- Microsoft Office
- Google Workspace
- Excel, Reporting and Dashboarding
- Canva and Capcut
- Instagram and Tiktok Algorithms

PROFESSIONAL EXPERIENCE

Marketing Manager | Digital Marketing Specialist, Ultima Markets **Dec 2024 - Present**

- Conduct market, customer, and competitor research across GCC and MENA markets to identify business opportunities, customer needs, and market trends in the Forex Trading Industry.
- Evaluate and profile potential strategic partners, introducing brokers (IBs), affiliates, trading academies, and influencers through comprehensive commercial and digital assessments.
- Prepare partnership recommendation reports including SWOT analyses, communication gap assessments, benchmarking, and collaboration opportunities.
- Collaborate with marketing, content, design, and regional teams to execute localized go-to-market initiatives, social media content, and partnership campaigns.
- Plan, assign, and monitor tasks using project management tools to ensure deadlines and quality standards.
- Translate and adapt global marketing materials into culturally relevant Arabic content while ensuring consistency with regional market needs.

Business Developer: Intern, CodeCooperation **Feb 2024 - Jun 2024**

- Conducted market research and user interviews to shape a startup idea.
- Developed marketing, sales, and go-to-market strategies.
- Managed project workflow using Agile SCRUM and Jira.

Community Manager and Graphic Designer, Freelance **Aug 2020 - Present**

FREELANCE | June 2019 - Present
Ouva | February 2022 - September 2022
Klink | August 2020 - Oct 2020

- Created brand style guides, content, and social media strategies.
- Managed social media growth, and increased user engagement.
- Tracked KPIs, reported results, and recommended new strategies.

Soft-Hard Skills Trainer, Freelance **Aug 2021 - Mar 2024**

- Worked with training centers, university clubs, and foundations.
- Delivered courses, presentations, and workshops to groups of up to 500 attendees.
- Conducted trainings on Leadership, Project Management, Communication, and Critical Thinking.

Co-founder and Manager of the Strategic Marketing Department, Westic **Sep 2020 - Jun 2022**

Westic, a startup, is a collaborative platform for connecting shippers and road freight carriers of goods while optimising time loss and empty returns.

- Led market research and competitor analysis to identify strategic opportunities.
- Entrepreneurial Leadership: Managed a cross-functional team (marketing, operations, partnerships).
- Represented the company in meetings with investors, incubators, and strategic stakeholders.
- Successfully secured pre-incubation and incubation programs (BIAT Labs, OST, BetaCube).

International Relations Manager, Tunivisions Foundation **Sep 2020 - Jun 2021**

- Led the international relations team to secure two major national projects with international funding.
- Developed a data-driven strategy for international expansion using market analysis.
- Analyzed global trends and opportunities to guide the marketing initiatives.

EDUCATION

Bachelor of Science In Business Administration, Tunis Business School

- Major: Business Analytics, and Minor: International Business Economics
- Thesis subject: “AI in Education: A Data-Driven Approach to Developing a Machine Learning Model for Topic Classification in Alexis’s Lifecycle“

CERTIFICATIONS & TRAININGS

- Project Management & Agile Methodologies
- Leadership & Communication
- Time Management
- Open Startup Pre-Incubation Participation, Columbia Engineering 2021
- Diplôme d'Études en Langue Française (DELF) B2
- MTA: Introduction to Programming Using Python - Certified 2019
- Microsoft Office Specialist (MOS) certification in PowerPoint and Word 2016

AWARDS & ENGAGEMENT

Competitor, UNIWAY-UNILEVER International Competition **Feb 2023 - May 2023**

The Unilever Uniway Competition is a creative business competition designed for undergraduate and postgraduate students in Arab countries.

- *Finalist: Egypt May 2023*
- *Winner of the first prize in the semi-final at the national level: March 2023*
- *Unilever Uniway: nominated for the semi-final: February 2023*

Competitor, JCI TBS Startup Peak **Jan 2022**

Starup Peak is a university students’ competition fostering entrepreneurship and innovation within the SDGs.

- *Finalist: Tunisia 2022*

Competitor, INTERNATIONAL HULT PRIZE Competition

The Hult Prize Challenge is an annual year-long competition focused on social entrepreneurship for university students around the world.

- *Hult Prize Class 2021: Digital Accelerator May 2021*
- *First prize winner in Tunis Impact Summit: March 2021*
- *Winner of the first prize “Moona Insurance”: December 2020*
- *Top 6 Finalist: December 2019*

LANGUAGES

- Arabic: Native Language
- English: Excellent
- French: Professional