



BASSMA BENYASSINE

MASTER'S STUDENT

CONTACT

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Beni Yakhlef Mohammedia - Morocco

Born on January 7, 2004

PROFESSIONAL SKILLS

- Meta Business Suite
- Google Ads
- Canva
- Capcut
- Wordpress
- Microsoft Office
- Google workspace

INTERPERSONAL SKILLS

- Time management
- Teamwork
- Detail oriented
- Public speaking
- Sense of leadership
- Active listening

LANGUAGES

- Arabic : Native
- French : Very good
- English : Very good

PROFILE

Holder of a degree in Digital Marketing and e-commerce and currently a second-year Master's student in the same specialty, I am looking for an end-of-studies internship, ideally with a pre-employment dimension, in order to put my skills into practice and invest myself sustainably in a team.

PROFESSIONAL EXPERIENCE

- SEB group - Casablanca Morocco** JULY - AUGUST 2025
Digital Marketing Assistant
 - Carrying out a benchmark for communication on social networks
 - Creation of a quarterly editorial plan for the SEB Algeria brand
 - Collecting DAM content for use on social media
 - Adapting usable content to the local context
 - Planning publications and running the SEB Algeria Facebook page
 - Identifying new influencers
 - Influencer performance analysis and recommendations
- AKWA group - Casablanca Morocco** April - June 2023
Agency assistant
 - Provision of technical and commercial information relating to electronic payment solutions
 - Coordination with sales and technical teams to respond to customer requests
- KONE - Casablanca Morocco** July 2022
Stage d'observation - Sales Department
 - Discovery of the work environment
 - Participation in the preparation of communication materials

FORMATIONS

Formation de marketing digital Max Business School	2025
Virtual Assistance Course Alx	2024
Bachelor's degree in Digital Marketing and e-commerce Fsjes Souissi - Rabat Morocco	2024
DUT in Commercial Management Techniques EAST - Fez Morocco	2023
Bachelor of Economics Newton International School - Mohammedia Morocco	2021