



# CHÉRINE MOUSSA

DIGITAL MARKETER

Bucharest, Romania

hello@cherine-moussa.com

## LINKS

Website:  
[cherine-moussa.com](http://cherine-moussa.com)

## EDUCATION

● **BACHELOR'S DEGREE IN APPLIED MATHEMATICS**

USTHB ALGIERS  
2022

● **C1 DALF CERTIFICATE**

FRENCH INSTITUT ,  
CONSTANTINE  
2019

● **LEADERSHIP COACHING CERTIFICATE**

AIESEC, OTTAWA  
2024

● **BACCALAUREATE DEGREE IN MATHEMATICS**

EL HOURRIA  
CONSTANTINE  
2019

● **DEGREE IN MUSICOLOGY**

INSM ALGIERS  
2018

● **DIGITAL JOURNALISM AND ADVERTISING**

UNIVERSITY OF  
BUCHAREST,  
BUCHAREST  
2025

## SKILLS

Community Management

Marketing Consultancy

Social Media Specialist

SEO Management

Customer Service

TikTok Marketing

Email Marketing

Adobe Software

Communication

Graphic Design

Instagram Ads

Data Analysis

Teaching

Leadership

Branding

## LANGUAGES

Berber

Arabic

French

English

German

Romanian

## ABOUT ME

● As an experienced Digital Marketer, I bring a solid background in social media management, customer service, and the design of successful marketing strategies. Skilled in optimizing brand exposure, enhancing social media presence, and crafting holistic marketing plans, I am eager to leverage my expertise to augment your team.

I'm a digital marketer with a robust background in social media management, customer service, and marketing strategy development. Whether you need to elevate your brand, optimize your social media presence, or develop a comprehensive marketing strategy, I can help

## WORK EXPERIENCE

● **HEAD OF BRAND MARKETING | FEB 2024 - PRESENT**

SALP INC, REMOTE

- Develop and implement comprehensive brand marketing strategies to enhance brand equity and market positioning.
- Lead the creation and execution of multi-channel marketing campaigns, ensuring consistent and impactful brand messaging.
- Conduct market research and analyze consumer insights to inform strategic decisions.
- Collaborate cross-functionally with product, sales, and other departments to ensure cohesive brand experiences.
- Manage and mentor a team of brand marketers, designers, and content creators.

● **PARTNERSHIP DEVELOPMENT AND SOCIAL MEDIA | JAN 2023 - FEB 2024**

LINGOCULTURE

Reaching out to and supporting affiliates, coaching the social media manager, daily monitoring our persona and growth for reporting

● **FLE TEACHER | AUG 2023 - SEP 2023**

FABIZ ASE- ȘCOALA DE VARĂ

Providing guidance, conducting tests, and educating students, addressing student questions and solving issues concerning curriculum and course requirements

● **CUSTOMER SERVICE AND COORDINATION | FEB 2020 - FEB 2022**

LINGOCULTURE

Providing guidance, responding to student queries, and resolving issues

● **SOCIAL MEDIA MANAGER/STRATEGIST | JUL 2021 - NOV 2021**

REVCONSEIL ADVERTISING AGENCY

Digital Marketing Internship, developing social media strategies, partner meetings, generating fresh concepts for our advertisements

● **MARKETING CONSULTANT | MAY 2021 - JAN 2022**

AIESEC IN GERMANY, BONN

Engaging in calls with the Marketing VPs, conducting audits of the Local Committees, tracking and providing reports

● **HEAD OF THE NETWORK MANAGEMENT | JUN 2022 - JUL 2023**

AIESEC IN ALGERIA

Creation of a network plan, internal communication management, conference system creation, reporting and auditing

● **TEAM LEADER MARKETING AND BRAND RESPONSIBLE | AUG 2020 - MAY 2021**

AIESEC IN CONSTANTINE

Creating a customer flow system, market research of the area & creating the brand guideline, preventing the brand harming of the organization, creation of offline and online material, leading a team of 6 people to achieve the monthly goals

## COURSES

● **TRAINING IN SOCIAL MEDIA AND MARKETING EXPERTISE | JAN 2021 - JAN 2022**

REVCONSEIL ADVERTISING AGENCY - CONSTANTINE

● **BRANDING AND MARKETING CONSULTANCY | JAN 2020 - JUL 2024**

AIESEC

## INTERSHIPS

● **MARKETING DEPARTMENT | JAN 2019 - JAN 2023**

AIESEC ORGANIZATION - ALGERIA/GERMANY

● **ALGEBRA AND ANALYSIS | JUN 2021 - SEP 2023**

UNIVERSITY OF MUNICHEN, MUNICH