



Slim Kharbachi

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ABOUT ME

Graduated in Finance from ISG Tunis with over 16 years of experience in digital marketing and international trade. I am passionate about the latest trends and technologies in the digital realm.

Throughout my career, I acquired advanced knowledge in developing marketing and communication strategies for different projects, submitting deliverables on time and ensuring a seamless experience for all stakeholders.

EDUCATION AND TRAINING

Master degree in finance

INSTITUT SUPÉRIEUR DE GESTION TUNIS [15 Sep 2004 – 31 Jul 2011]

City: Tunis | Country: Tunisia | Website: <https://isg.rnu.tn/>

Bachelor's degree in mathematics

LYCÉE RUE DE MARSEILLE TUNIS [15 Sep 2000 – 30 Jun 2004]

City: Tunis | Country: Tunisia

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

French

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

WORK EXPERIENCE

Digital communication manager

BUSINESSMED (UMCE) [15 May 2023 – Current]

City: Tunis | Country: Tunisia | Website: <https://www.businessmed-umce.org/> | Name of unit or department: Digital department

- Managing and maintaining the organization's websites and project-related web content.
- Handling database administration, monitoring servers and liaising with service providers.
- Collecting contacts, managing email campaigns and newsletters using marketing automation platforms.
- Designing and implementing communication strategies in coordination with the project team.
- Leading online communities, developing content, overseeing social media and monitoring e-reputation.

- Impact analysis, visibility reporting and partner training on communication tools.
- Support for the project team and technical coordination during B2B events (online & offline) through the BCDesk.eu platform.

Digital media manager

JAMAITY [1 Apr 2022 – 15 May 2023]

City: Tunis | Country: Tunisia | Website: <https://jamaity.org/> | Name of unit or department: Communication department

- Managing communities, creating and optimizing content, tracking performance and reporting.
- Supporting the development and execution of the communication plan and editorial calendar.
- Joining brainstorming workshops and assisting in writing concept notes for various projects in collaboration with the team and partners.
- Supervising and monitoring the development, update and migration of the databases and content of the platform's new version.

Administrative & communication manager

SUNRISE DE COMMERCE INTERNATIONAL [1 Feb 2019 – 31 Mar 2022]

City: Tunis | Country: Tunisia

- Developing the company's online brand presence.
- Coordinating with collaborators and partners in Tunisia, Libya, Turkey and Spain.
- Processing accounting records and import/export documents and handling supplier payments.

Administrative & communication coordinator

ALPHA FOCUS TRADE [1 Apr 2017 – 31 Jan 2019]

City: Barcelona | Country: Spain

- Advising on the implementation of the company's digital marketing strategy.
- Maintaining and updating the web server.
- Establishing and maintaining connections with collaborators and partners in Spain, Libya and Tunisia.
- Recruiting new staff and implementing administrative procedures in conjunction with management.
- Training team members on ERP use, offering technical support and tracking progress.
- Tracking supplier payments in coordination with the finance department, managing and storing accounting documents.

Administrative & communication Coordinator

GOLDEN GATE GIDA [1 Jan 2015 – 31 Mar 2017]

City: Istanbul | Country: Türkiye

- Developing the digital marketing strategy and communication plan.
- Managing, updating and securing the web server.
- Coordinating with various partners and team members in Turkey, Libya and Tunisia.
- Hiring new staff and implementing administrative procedures in coordination with management.
- Supporting team members with ERP usage, technical assistance and tracking progress.
- Archiving administrative documents and coordinating with the finance department to ensure supplier payments.

Administrative & communication manager

LA FAMILLE HOLDING [1 Oct 2013 – 31 Dec 2015]

City: Tunis | Country: Tunisia

- Supervising the design of visual identity, websites and communication materials for the Holding and its subsidiaries. (**Sunrise Trading**, **Alpha Focus** and **Golden Gate**) in collaboration with a specialized agency.
- Processing financial documents for import and export transactions and securing payment to various providers.
- Assisting in the development of the company's ERP in coordination with the accounting and finance team and the development agency.

SEA/SEM account manager

Pi2R [1 Feb 2013 – 31 Aug 2013]

City: Tunis | Country: Tunisia | Website: <https://pi-2r.tn/> | Business or sector: Information and communication

- Setting up sponsored campaigns (Google Ads): market research, competitive analysis, media planning, ad creation, keyword research, budget and bid management and performance monitoring.
- Analyzing advertising campaign to identify improvement and optimize performance.

Digital marketing executive

BUZZ BROKERS [1 Jul 2011 – Current]

City: Tunis | Country: Tunisia | Website: <https://www.buzz-brokers.com/> | Business or sector: Information and communication

- Crafting and implementing digital marketing strategies to boost the agency's websites.
- Supporting clients in their projects, such as website development, SEO, SEA, SMO, copywriting and performance analysis.

Web marketing consultant

ALLIANCE COMMUNICATION [1 Jun 2010 – 1 Jun 2011]

City: Tunis | Country: Tunisia

- Managing social media pages.
- Creating and publishing content.
- Writing blog posts.
- Updating website content and on-page and off-page optimization.

Webmaster & web editor

L'EXPERT JOURNAL [1 Jun 2010 – 31 Dec 2010]

City: Tunis | Country: Tunisia | Website: <https://lexpertjournal.net/> | Business or sector: Information and communication

- Monitoring the Tunis Stock Exchange and delivering daily financial insights.
- Writing and publishing articles on web marketing topics.
- Handling the newspaper's website and social media profiles and content integration.

Web marketing consultant

A2WM [1 Apr 2008 – 30 Jul 2009]

City: Tunis | Country: Tunisia | Business or sector: Information and communication

- Managing a web affiliate platform connecting advertisers looking to promote their websites and generate traffic with publishers seeking additional revenue.

DIGITAL SKILLS

Software

Adobe Photoshop / Adobe Illustrator / Adobe Dreamweaver / Adobe Indesign / Microsoft Word / Microsoft Excel / Microsoft PowerPoint / Microsoft Teams / Microsoft Outlook / SEO PowerSuite / Screaming Frog / OpenShot Video Editor

Tools

Google Analytics / Google Search Console / Google Ads Editor / Meta Business Suite / cPanel, / Yoast SEO / Zoom / Brevo (Sendinblue) / Mailchimp / AI Tools

Content management system (CMS)

WordPress / Drupal / Joomla / Artiphp

VOLUNTEERING

[1 Apr 2022 – Current] Tunis, Tunisia

ASSOCIATION JAMAITY | Member

[1 Jan 2016 – Current] Tunis, Tunisia

FUCKUP NIGHTS TUNIS | Organizing member

- Public relation 2.0.
- Digital marketing / communications consultant.
- Permanante speaker.

[1 Jan 1993 – 31 Dec 2005] Tunis, Tunisia

TUNISIAN SCOUTS | Member

- Participating in local and national events and gatherings.
- Participating in international events and jamborees:
 - Camp-Jam: London, United Kingdom | August 2002.
 - Scouts Jamboree: Sharjah, United Arab Emirates | April 2005.

[1 Jan 2004 – 31 Dec 2009] Tunis, Tunisia

NATIONAL MUTUAL FUND OF TUNISIAN STUDENTS | Member

- Participating in training workshops and student life events.

[1 Jan 2004 – 31 Dec 2007] Tunis, Tunisia

TUNISIAN RED CRESCENT | Member

- Attending first aid training workshops.