



Slim Kharbachi

- **Date and place of birth:** 03/06/1985 - Tunis, Tunisia
- **Nationality:** Tunisian
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About myself

Graduated in Finance from ISG Tunis with over 18 years of experience in communications and digital marketing strategy, including more than 4 years working with national and international civil society organizations. 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 & Training

Master degree in finance

INSTITUT SUPERIEUR DE GESTION TUNIS | 2004 - 2011 | Tunis, Tunisia

Multidisciplinary training with a transversal approach to analysis and decision-making covering:

- Corporate and market finance
- Business management and Marketing

Field(s) of study: Finance | **Final grade:** Graduate in Finance | **Level in EQF:** 7

Bachelor's degree in mathematics

RUE DE MARSEILLE HIGH SCHOOL TUNIS | 2000 - 2004 | Tunis, Tunisia

Language Skills

Mother tongue(s): **Arabic**

	Understanding		Speaking		Writing
	Listening	Reading	Spoken production	Spoken interaction	
French	C2	C2	C2	C2	C2
English	C1	C1	C1	C1	C1

Work experience

Web administrator (Remote, part-time) | FABIENNE COLAS FOUNDATION

15/01/2025 - Current | Montreal, Canada | **Website:** fondationfabiennecolas.org

- Managing and maintaining the foundation's websites
- Creating and redesigning the foundation's and festival websites.
- Ensuring security and backups
- Managing and updating content
- SEO and performance optimization
- Analytics and reporting

Digital communications manager | BUSINESSMED (UMCE)

15/05/2023 - Current | Tunis, Tunisia | **Website:** businessmed-umce.org

- 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 ASSOCIATION

01/04/2022 - 15/05/2023 | Tunis, Tunisia | **Website:** jamaity.org

- 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 and communication manager | SUNRISE DE COMMERCE INTERNATIONAL

01/02/2019 - 31/03/2022 | Tunis, 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 and communication coordinator | ALPHA FOCUS TRADE

01/04/2017 - 31/01/2019 | Barcelona, 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 and communication coordinator | GOLDEN GATE GIDA

01/01/2015 - 31/03/2017 | Istanbul, 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 and communication manager | LA FAMILLE HOLDING

01/10/2013 - 31/12/2015 | Tunis, Tunisia

- Supervising the design of visual identity, websites and communication materials for the Holding and its subsidiaries 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

01/02/2013 - 31/08/2013 | Tunis, Tunisia | **Website:** pi-2r.tn

- 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.

Founder & Digital marketing executive | BUZZ BROKERS CONSULTING

01/07/2011 - Current | Tunis, Tunisia | **Website:** buzz-brokers.com

- 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

01/06/2010 - 01/06/2011 | Tunis, Tunisia

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

Webmaster and web editor | L'EXPERT JOURNAL

01/06/2010 - 31/12/2010 | Tunis, Tunisia | **Website:** lexpertjournal.net

- 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

01/04/2008 - 30/07/2009 | Tunis, Tunisia

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

Skills

Software: Adobe Photoshop | Adobe Illustrator | Adobe Dreamweaver | Microsoft Office | 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 systems (CMS): WordPress | Drupal | Joomla | Artiphp

Volunteering

ASSOCIATION JAMAITY

Member

01/04/2022 - Current | Tunis, Tunisia

FUCKUP NIGHTS TUNIS

Organizing member

01/01/2016 - 31/12/2024 | Tunis, Tunisia

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

TUNISIAN SCOUTS

Member

01/01/1993 - 31/12/2005 | Tunis, Tunisia

- 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

NATIONAL MUTUAL FUND OF TUNISIAN STUDENTS

Member

01/01/2004 - 31/12/2009 | Tunis, Tunisia

- Participating in training workshops and student life events

TUNISIAN RED CRESCENT

Member

01/01/2004 - 31/12/2007 | Tunis, Tunisia

- Attending first aid training workshops.