



Dhekra BELTIFA

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ABOUT ME

I'm a storyteller at heart and a strategist by trade — a Marketing Manager who turns insights into impact. With a passion for connecting brands to people, I design bold B2B marketing strategies that don't just inform — they engage, convert, and build trust. I thrive where creativity meets data, where vision becomes execution, and where every campaign has a purpose. My mission? To craft marketing that speaks, resonates, and drives meaningful growth.

WORK EXPERIENCE

01/12/2025 – Present - Riyadh, KSA

MARKETING MANAGER Dr. Sultan Professional Consultation Co.

- Lead the development and execution of strategic B2B marketing initiatives to elevate brand positioning and drive business growth across consulting verticals.
- Spearhead lead generation campaigns and support business development efforts through compelling proposals, targeted outreach, and high-impact pitch materials.
- Oversee digital marketing channels, content planning, and thought leadership to showcase consultants as trusted industry experts.
- Partner with senior stakeholders to ensure marketing strategies align with commercial goals and evolving client needs.
- Analyze market trends, campaign performance, and ROI to optimize marketing impact and ensure continuous improvement.

06/06/2021 – 10/01/2023 Doha, Qatar

MARKETING SPECIALIST EMOVIS

Work closely with the Ashghal and MOT communication - PR Representatives to ensure there is an integrated and common marketing / PR.

- Liaison with key local stakeholders
- Developing the raising awareness campaign
- Suggesting promotions and communications activities
- Planning the marketing and communications strategies and campaigns
- Managing budgets
- Liaising with other departments in particular Customer Service and IT
- Briefing and overseeing the work of external agencies and ensuring the provision of high-quality services
- Evaluating campaigns
- Ensuring the accuracy of marketing materials and providing formal sign-off if necessary
- Supervising the production of creative and engaging written and visual content for websites, e-newsletters, social media, presentation, flyers and leaflets, banners, animation, social media assets, etc.
- Preparing press, radio and web magazines, advertising plan and other forms of engagement
- Administering website content and provide suggestions for design improvements.
- Developing social media channels, content and overseeing the design assets creation (GIF, short animation, content)
- Liaising with suppliers such as marketing - event agencies, photographers, and printers, etc....

06/01/2019 – 30/01/2020 Doha, Qatar

MARKETING COORDINATOR MALOMATIA

Associate Marketing Coordinator for QDGTP: Qatar Digital Government Training Program Under MOTC Ministry of Transport and Communications - Doha, Qatar

Marketing Campaigns

- Creating Annual Communication plan
- Preparing marketing scope and RFP for vendors, Receiving and comparing the proposals
- Coordinating and executing all marketing campaigns
- Executing requirements for each specialized programs and it's marketing needs
- Working with internal departments (PR and communication) in the development of marketing strategies and brand enhancement
- Working with the Social Media Manager to create a social / digital calendar monthly and execute it
- Coordinating with IT – multimedia department about website enhancement and Media campaigns.
- Writing, editing content and designing email blasts, e-newsletters, print advertisements, marketing collateral, websites, etc.
- Ensuring program messages are consistent and of the highest quality (writing, proofing, editing).
- Maintaining program value and relationships with organizations.
- Participating in meetings and prepares animated presentations.

Event Coordination

- Participating in Qitcom with QDGTP Booth
- Participating in QDGTP Annual event
- Working closely with vendors and stakeholders to maximize the performance of specific events, launching, and new initiatives.
- Planning event by creating timeline with attention to financial and time constraints.
- Researching vendors and market trends
- Creating detailed event marketing needs for vendors and following up on proposals.

Assisting

- Creating annual marketing plan and manage marketing expenses to budget throughout the year
- Assisting in program development, including the announcement of new programs and workshops

Reporting

- Measuring results of marketing campaigns
- Managing campaigns and the follow-up required to drive measurable results
- Providing weekly, monthly, quarterly reports

Organizing

- Identifying and managing client databases
- Building database by identifying and integrating new trade members

Training Coordinator Tasks

• Official QDGTP email management

Handling all government and private entities requests Handling trainees requests by emails and phone

• Enrollment Tasks

Handling enrollment process : nomination, confirmation, and replacement by email and phone calls

07/10/2018 – 20/12/2018 Doha, Qatar

DIGITAL MARKETING EXECUTIVE A101

- Monitoring competition and providing suggestions for improvement
- Building and implementing the internal digital marketing strategy
- Managing digital marketing channels
- Measuring KPIs
- Preparing and managing digital marketing budget
- Overseeing all the company's social media accounts
- Managing and improving online content, considering SEO and Google Analytics

01/10/2017 – 15/08/2018 Tunis, Tunisia

MARKETING MANAGER BIGDEAL.TN

- Creating and implementing plans to increase market share
- Commissioning or conducting market research
- Overseeing market data analysis and evaluation
- Developing pricing and budgeting strategies
- Collaborating with cross-functional teams (creative, IT, writing, customer service)
- Coordinating with and managing agency partners
- Creating marketing presentations
- Obtaining necessary consent and providing final approval on all marketing collateral, products and promotions

- Developing schedules and maintaining deadlines

01/04/2016 Tunis, Tunisia

MARKETING MANAGER TRITUX

- Providing an effective marketing strategy in line with the overall strategy of the business
- Establishing medium to gain most impact and exposure to new and existing clients. This include social, web, email, print, content and events
- Work with management to create suitable content for press releases, editorial and advertorials.
- Organising and managing corporate events (workshops, fairs, ...)
- Responsibility for the daily management and implementation of the marketing programme for the Company, covering the full marketing mix of advertising/media/PR.
- Overseeing and managing the social media aspects of the company's web presence e.g. Blogs, LinkedIn, Facebook, Twitter, Instagram
- Review marketing performance of campaigns and identify best conduits that optimise awareness and return on investment
- Update content on websites ensuring information is consistent and current

01/02/2013 – 30/06/2015 Tunis, Tunisia

MARKETING COMMUNICATION SUPERVISOR BIGDEAL.TN

- Oversight and execution of the strategy and planning for the websites and social media accounts
- Developing online marketing and communication plans
- Development of online campaigns, managing the creative development and regulatory process; and providing overall project management.
- Driving the strategy, planning, development and execution to drive high engagement and traffic to websites and social media communities.
- Managing a 4-person from these functional areas: social media, web, design, communications and texting.
- Review, prioritize and assign the creative projects to the communications team.
- Providing overall project management for all projects to ensure the deadlines and objectives are met.
- Collaborate with others departments to develop, launch and manage new digital communications programs for offers.
- Leading the content strategy, executing and oversight of the website
- Apply best practices to ensure high engagement on sites and complete optimization of content to reach targeted audiences.
- Collaborate with the Product Management team to ensure website meets all regulatory requirements and regulatory deadlines.
- Collaborate with the Communications teams to ensure all graphics, images and videos are updated and within brand/style.
- Develop the corporate social media strategy for Facebook, Twitter, LinkedIn, Instagram and You Tube
- Adjusting weekly and monthly reports

01/08/2009 – 31/05/2011 Tunis, Tunisia

MARKETING ASSISTANT WEBPOWER

- Writing reports, company brochures and similar documents
- Organising and hosting presentations and customer visits
- assisting with promotional activities
- Visiting customers/external agencies
- Digital Marketing
- Social media: monitoring and animation of social networks (Facebook, Twitter, YouTube, google +)
- Social media trends analysis
- Organisation of commercial actions (promotions, commercial offers)
- Preparation and Participation in exhibitions
- Overseeing communications to the media, including preparing articles, press kits, press releases, and other content initiatives. Cultivates and manages relationships with media reps.
- Helping to organize market research.

EDUCATION AND TRAINING

10/09/2004 – 08/06/2008 Sfax, Tunisia

HIGHER COMMERCIAL STUDIES - Business School

● **LANGUAGE SKILLS**

Native language: **ARABIC**

Other languages:

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH	C2	C2	C1	C1	C1
ENGLISH	C1	C1	B2	B2	C1

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

● **ORGANISATIONAL SKILLS**

- Coordinating activities or events
- Displaying ideas
- Self-motivated, Strong interpersonal skills
- Able to lead others in high demand situations.
- Planning, budgeting, goal setting, and scheduling

● **JOB-RELATED SKILLS**

- Excellent organisational, planning and coordination skills
- Ability to handle multiple projects simultaneously
- Enthusiasm drive and motivation
- Flexible and adaptable attitude to work
- Strong attention to detail
- Email and Mobile marketing software
- Previous CMS/Wordpress experience
- Basic design software experience (Adobe Photoshop CC)

● **OTHER SKILLS**

- Ability to multi task, highly personable, detail-oriented, have the ability to work well independently as well as in teams
- Knowledge of and proficiency in basic graphic design and ability to create attractive collateral and presentations
- Excellent communication and interpersonal skills, ability to build strong professional relationships
- Strong interpersonal and teamwork skills, including adaptability, collaboration and the ability to establish quick rapport
- Highly organized with the ability to prioritize and respond quickly in an ever-changing environment
- A quick learner – is able to learn about the company (people and departments) quickly and accurately
- Attention to detail, with the ability to focus in on issues and get them corrected quickly
- Paid social media advertising expertise
- Specific marketing channel expertise
- Creativity and analytical abilities

● **COURSES**

Leadership And Management

TD technologie - Mars 2018

● **SOFT SKILLS**

Leadership, Team leading, Communication Efficiency, Conflict Management, Time Management.

Microsoft Excel 2016 Basic

New Horizons - June 2019

Manipulate numeric data in an Excel Access and manipulate functions of Excel