






# ABDELKARIM LAAJAJ

## COMMUNITY MANAGER

As an experienced community manager with a passion for connecting people, I am skilled in cultivating and engaging online communities. With a background in marketing and social media, I have developed a strong understanding of what it takes to create a vibrant and loyal community around a brand or product.

## CONTACT

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-  ABDELKARIM LAAJAJ
-  abdelkarimofficial

## CERTIFICATE

### DIGITAL ADVERTISING

HubSpot 2020

### DIGITAL MARKETING

Edraak 2020

### FACEBOOK MARKETING

Udemy 2020

## EDUCATION

2020 - 2021



### TASSOULTANTE QUALIFYING

BACHELOR'S DEGREE, LIFE  
AND EARTH SCIENCES

2021 - 2023



### Cadi Ayyad University

SECOND YEAR IN ECONOMIC

## HARD SKILL

- Social media platform knowledge
- Analytics and data analysis
- Content creation
- Copywriting
- Advertising
- SEO
- A/B testing
- Marketing strategy

## SOFT SKILL

- Time management
- Flexibility
- Collaboration
- Creativity

## LANGUAGE

- English (C1)
- French (B2)
- Arabic (native language)
- Spanish (beginner)

## WORK EXPERIENCE



### Advertiser & Social Media Manager

WORTHWHILE Company 2020 - 2022  
(produces dietary supplements and cosmetics)

- Develop and implement creative advertising campaigns on various platforms such as Google, Facebook, Instagram.
- Work with external partners such as influencers to promote the company's products.



### Advertiser & Social Media Manager

TOUJOURS SOLAIRE 2022 - Present  
(Solar Energy Company)

- I oversee the company's presence on various platforms, including Facebook, Instagram, and LinkedIn. In addition to creating engaging content and posting regularly, also develop and execute advertising campaigns to promote our brand and products.
- This includes running campaigns on Facebook, LinkedIn, and Instagram, as well as creating ads on Google Ads to reach a wider audience.



### Advertiser & Social Media Manager

BORJ EL ARAB ( Night club ) 2022 - Present

- I am responsible for creating engaging content and advertising campaigns on various platforms including Facebook, Instagram, LinkedIn, Tiktok, and YouTube.
- I oversee the company's social media accounts, ensuring that content is posted regularly and engages with our followers. Additionally, I run targeted advertising campaigns on Facebook, Instagram, Tiktok, and YouTube, and create ads on Google Ads to drive traffic to the club and promote upcoming events.



### Advertiser & Social Media Manager

Shawarma & Grill PLUS( Restaurant ) 2022 - Present

- I am in charge of managing the social media accounts for a Restaurant company. This includes creating advertisements and posting content on both Facebook and Instagram. Additionally, I am responsible for running campaigns on these platforms to promote the brand and attract customers.