

YASSINE CHAHID

Content Marketing Specialist · Multilingual Copywriter · Creative Designer · Video Producer
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PROFESSIONAL PROFILE

Multilingual creative who turns ideas into content people actually stop to read, watch, and click. I work across copywriting, design, and web — building brands, writing in English, Arabic, and French, and shaping campaigns from blank page to published, with engagement growth of 30–40% to show for it. My background sits where language meets media: a Master's in Literature, Culture & Media Studies, a Diploma in Graphic & Web Design, and a TEFL Certification earned with Distinction. Known for combining creativity with analytical thinking, strong attention to detail, and the ability to deliver high-quality work in collaborative, fast-paced environments.

CORE SKILLS

Marketing: 360° campaign execution, social media strategy & management, content calendars, SEO copywriting, brand storytelling, competitor & market research, performance analytics

Writing & Editorial: Trilingual copywriting (EN/AR/FR), proofreading & editing, blog & article writing, translation & localisation, business & academic writing

Design & Web: Brand identity & visual systems, Figma (UI/UX, prototyping), Adobe Photoshop & Illustrator, Canva, responsive web pages, HTML/CSS, branded email signatures

Video & Multimedia: Short-form video editing (Reels/TikTok/Shorts), scriptwriting, subtitling, asset production & file management

Tools & Admin: Microsoft Excel & PowerPoint, document drafting & formatting, records management, scheduling & stakeholder coordination

Research & Analysis: Media & discourse analysis, content & visual analysis, narrative analysis, academic & business writing, editing & proofreading, research methods, data interpretation, critical thinking

Strengths: Communication, teamwork, time management, adaptability, problem solving, cross-cultural communication, attention to detail

Languages: English (C1, TEFL Certified with Distinction) · Arabic (Native) · French (B1) · Polish (A1)

PROFESSIONAL EXPERIENCE

Graphic Design & Web Creation Intern

Mar – Jun 2026

Neovum Sp. z o.o. · Warsaw, Poland

- Designed branded social media graphics and built a reusable library of platform-optimised post templates, accelerating turnaround on recurring content.
- Built and edited responsive website pages from brand guidelines, structuring visual hierarchy and ensuring layouts rendered cleanly across mobile and desktop.
- Produced promotional visuals for marketing campaigns, iterating on layouts from team feedback to keep output on brand and on deadline.
- Developed a standardised, branded Gmail email-signature system, validating rendering across multiple mail clients to ensure consistent display.
- Prepared and optimised image assets in correct web and email formats, then handed over organised final files with documentation at project close.
- Managed project schedules to meet weekly deadlines and incorporated supervisor feedback into final deliverables.

Freelance Content Creator & Copywriter

2022 – Present

Self-Employed · Remote

- Produce multilingual articles, blog posts, and marketing content in English, Arabic, and French, adapting tone and messaging for diverse audiences and industries.
- Create short-form video content achieving 20K–50K views per post, managing full production from concept through publication.
- Deliver translation and localisation services across three languages for marketing materials, professional correspondence, and digital content.
- Provide TEFL-certified English tutoring and communication coaching to non-native speakers using structured lesson planning and conversational practice.

Administrative & Operations Assistant

Aug – Oct 2024

UKAU Holdings · Agadir, Morocco

- Drafted, proofread, and formatted 30+ formal documents and internal reports monthly with zero factual errors recorded during tenure.
- Maintained a structured records system covering 100+ documents, contributing to a 15% reduction in administrative errors department-wide.
- Coordinated 10+ executive meetings and cross-departmental schedules weekly, maintaining 100% on-time adherence throughout the role.
- Identified and implemented 3 process improvements that reduced document processing time, demonstrating initiative in a structured environment.

Marketing & Digital Content Intern

Jun – Aug 2024

Medmar Agency · Agadir, Morocco

- Managed end-to-end content production for 4 brand accounts, delivering 20+ weekly assets (graphics, copy, video) and contributing to a 30–40% increase in engagement.
- Scripted, directed, and edited short-form promotional videos from creative brief to final publication, boosting audience reach across all managed platforms.
- Analysed social media performance trends and competitor activity weekly to inform content strategy and messaging decisions.
- Coordinated publishing calendars across all 4 accounts independently, achieving zero missed deadlines over the full 3-month tenure.

EDUCATION

Akademia Finansów i Biznesu Vistula

2024 – Present

Master's Degree in English Philology (In Progress) · Warsaw, Poland

Film & Visual Culture, Narrative & Storytelling, Critical Thinking & Discourse Analysis, Business

Communication, Cross-Cultural Communication, Research Methods, Game Studies, Media & Social Change

AIAE American Institution

2023 – 2024

Professional Diploma in Graphic & Web Design · Agadir, Morocco

UI/UX design, Figma prototyping, responsive web development, Adobe Creative Suite

University Ibn Zohr

2019 – 2023

Bachelor's Degree in Linguistics · Agadir, Morocco

Translation, Stylistics, Discourse Analysis, Sociolinguistics, Research Methods, Data Analysis, Critical Thinking, Phonetics, Morphology & Syntax

CERTIFICATIONS

TEFL – Teaching English as a Foreign Language · Awarded with Distinction

TEFL Professional Institute · Certificate No. TR1776370288 · 13 modules completed

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).