

YASSINE CHAHID

Content Marketing Specialist · Multilingual Copywriter · Creative Designer · Video Producer
+48 665 886 663 · Warsaw, Poland · yassplus@gmail.com · [LinkedIn](#)

PROFESSIONAL PROFILE

Multilingual content marketing specialist with hands-on experience producing high-volume, cross-platform campaigns for multiple brand accounts simultaneously. Combines copywriting, visual design, and short-form video production across English, Arabic, and French markets. Proven record of driving 30–40% engagement growth while managing full content pipelines from strategy through publication. Backed by a Master's in English Philology and TEFL Certification with Distinction.

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 & Video: Figma (UI/UX, prototyping), Adobe Photoshop & Illustrator, Canva, short-form video editing (Reels/TikTok/Shorts), scriptwriting, subtitling, HTML/CSS

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

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

PROFESSIONAL EXPERIENCE

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

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

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

EDUCATION

Akademia Finansów i Biznesu Vistula

2024 – Present

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

Linguistics, media studies, academic writing

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

Applied linguistics, translation theory, phonology, cross-cultural communication

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).