

YASSINE LITBATE

Digital Media Specialist & Business Administration Expert

Phone: +212 661 385 365 Email: ylitbate@outlook.com Website: ylitbate.com
Nationality: Moroccan Residency: Doha, Qatar Driving License: Moroccan (Valid)



PROFESSIONAL SUMMARY

Dynamic, multi-skilled Professional and Business Administration Expert with an extensive background in digital media, journalism, and full-service brand strategy. Currently based in Qatar, bringing proven capabilities in operational business management, strategic planning, and media oversight. Adept at coordinating full-scale digital solutions, managing high-profile public relations, and steering team operations to achieve organizational growth and robust market presence.

CORE SERVICES & EXPERTISE

Business Mgmt: Strategic administration, operational oversight, resource planning, workflow optimization.

Web & App Dev: Full-scale website infrastructure, modern UI/UX design, custom application deployment.

Graphic Design: Corporate visual identity, branding ecosystems, administrative and signature assets.

Social Media Strategy: Brand positioning, public relations campaigns, digital community growth.

Video & Animation: Post-production storytelling, dynamic 2D/3D motion graphics, corporate visuals.

Public Relations: National press coverage, media relations, communications management.

PROFESSIONAL EXPERIENCE

Senior Consultant & Operations Manager

Y Litbate Media | 2019 - Present

- Oversee comprehensive business administration, structuring operational workflows, project timelines, and client management pipelines.
- Direct full-service digital marketing and communication frameworks, ensuring aligned strategic positioning for diverse corporate institutions.
- Manage end-to-end design assets, including corporate identities, technical signature systems, and multi-axis 2D/3D visual media productions.
- Consult on cross-border media distribution, web infrastructure scaling, and dynamic communication models.

Media Collaborator & Content Training Strategist

National Media Outlets & Institutions | Combined Experience

- Facilitated media relations and institutional communications across premier national platforms (Hespress, Rue20, Anfass, Bayan Al-Yaoume, etc.).

- Organized and conducted executive technical workshops on modern journalism, workflow management, and digital asset creation.

MEDIA & PUBLIC RELATIONS HIGHLIGHTS

Strategic communication blueprints, national media alignments, and editorial reviews have been heavily covered and published within prominent Moroccan frameworks, validating deep expertise in public relations across **Hespress**, **Rue20**, **Anfass**, **Bayan Al-Yaoume**, and **Tiznit Media**.

PERSONAL PROFILE & LANGUAGES

Languages: Arabic (Native), English (Professional), French (Professional).

Mobility: Valid Moroccan Driving License.