

[CONTACT@YASSINE-ELFIDI.BE]

RESUME

[CREATIVE MARKETING & AI STRATEGIST]

SOME PEOPLE CALL ME A RISK TAKER—I PREFER TO SAY I'M AN OPPORTUNITY SEEKER.

WITH A PASSION FOR DIGITAL MARKETING, DESIGN, STRATEGY AND BRAND BUILDING, I BRING A VERSATILE SKILL SET THAT ALLOWS ME TO TACKLE CHALLENGES FROM MULTIPLE ANGLES.

I'M RESOURCEFUL, HIGHLY ADAPTABLE AND THRIVE BOTH INDEPENDENTLY AND WITHIN TEAMS.

FOR ME, MARKETING ISN'T JUST ABOUT SELLING—IT'S ABOUT SEEING POSSIBILITIES, CREATING VALUE AND MAKING THINGS HAPPEN.



YASSINE EL FIDI®

WORK EXPERIENCE

FREELANCING 2020-PRESENT

→ BRAND CREATION & SMART AI TOOLS
Web design & development. Logo and visual creation. Advertising. Video editing. Content creation. AI agent automation. AI content creation. Strategic planning & projects.

WASHVILLE 2025

→ STRATEGIC MARKETING & AI PROJECTS
Marketing project managing. Notion dashboard creation. Content planning system. Cinematic film. Instructional video's. Social Media Content. Marketing Strategies - Challenges. Sales strategy (pre-paid + webshop). Webgame development. Meta ads - Lead Generation.

CHOCOLATE FAMILY 2024

→ B2B, B2C, B2I AND E-COMMERCE
Managing 5 brands - Creating and optimizing multiple websites. Making content for social media. Illustrating brochures and powerpoints. Event planning.

UMICORE 2021-2025

→ SALES
Working on sales management and strategy planning using Microsoft & SAP systems.

EDUCATION

ARTESIS PLANTIJN
- COLLEGE

→ Bachelor - Business Management: Marketing - 2026

ATHENEUM BOOM
- HIGH SCHOOL

→ Accountancy & IT - 2021

SKILLS

Graphic & Web design

AI content production

SEO & SEM

Branding

Video Editing

Content Creation

Marketing Strategy

Design Thinking

AI & Automation

Advertising

TOOLS & TECHNOLOGY

- AI generation (Nano banana, Kling, seedream)
- n8n, zappier (automation, AI agents)
- Adobe programs (graphic creation)
- Canva & Capcut (content editing)
- Wordpress - Wix - Squarespace (webdesign + coding)
- Linkedin Ads - Meta ads - Google Ads - Tiktok Ads
- Notion, Mailchimp (Automation & planning, emails)
- Many more programs + AI & Automated software

PROJECTS

01 FREELANCE MARKETING

[CREATIVE EDGE]

CREATIVE EDGE IS A FREELANCE PROJECT WHERE I MERGE WEB DESIGN, BRANDING, GRAPHIC DESIGN AND SOCIAL MEDIA STRATEGY WITH AI-POWERED INNOVATION. I BUILD MODERN, RESPONSIVE WEBSITES AND DESIGN VISUAL CONTENT, LOGOS AND DASHBOARDS THAT ALIGN SEAMLESSLY WITH EACH BRAND'S IDENTITY. BY INTEGRATING AI GENERATION, AUTOMATION, CUSTOM APPS, WORKFLOWS AND AI AGENTS — INCLUDING AI INFLUENCERS — I FOCUS ON TURNING **CREATIVE IDEAS INTO DATA-DRIVEN RESULTS.**

02 STRATEGY MARKETING

[WASHVILLE]

AT WASHVILLE, I DIDN'T JUST ASSIST — I TOOK THE WHEEL. I LED PROJECTS FROM CONCEPT TO LAUNCH, TURNING BIG IDEAS INTO CINEMATIC CAMPAIGNS, MARKETING GAMES AND AUTOMATED EMAIL FLOWS. I STREAMLINED HR AND SALES WORKFLOWS, ENHANCED COLLABORATION THROUGH A COMPANY-WIDE NOTION DASHBOARD AND INTRODUCED **AI-POWERED TOOLS TO BOOST EFFICIENCY.** HIGHLIGHTS INCLUDE CREATING CINEMATIC VIDEOS, TAILORED AD CAMPAIGNS, A LANDING PAGE, AN E-COMMERCE SITE FOR THE CLOTHING LINE, A CUSTOMER LOYALTY SYSTEM AND AN AI-DRIVEN MARKETING GAME. IT WASN'T JUST AN PROJECT — IT WAS PROOF THAT IDEAS ONLY MATTER WHEN YOU MAKE THEM REAL.

03 MULTI BRAND MARKETING

[THE CHOCOLATE FAMILY]

AT THE CHOCOLATE FAMILY, I GAINED HANDS-ON EXPERIENCE IN DIGITAL MARKETING, CONTENT CREATION AND BRAND STRATEGY ACROSS AN ESTABLISHED PORTFOLIO OF BRANDS — INCLUDING ROSENBERG, DRAGÉE, ICKX, PRALIBEL AND ART OF CHOCOLATE. MY CONTRIBUTIONS SPANNED MARKETING STRATEGY, CONTENT CREATION, SALES GROWTH, SEO, WEB DESIGN AND VISUAL STORYTELLING, COMBINING CREATIVITY WITH STRATEGIC THINKING TO **DELIVER IMPACTFUL RESULTS.** WHAT MADE THIS ROLE PARTICULARLY DYNAMIC WAS MANAGING FIVE DISTINCT BRAND KITS WITHIN A SINGLE ORGANIZATION — B2B, B2C, B2I, INTERNATIONAL MARKETING AND E-COMMERCE — EACH REQUIRING ITS OWN CONTENT STRATEGY, TOOLS AND CREATIVE DIRECTION.

04 CLOTHING BRAND

[FASTLIFE]

I SPECIALIZE IN VIDEO EDITING AND PHOTOGRAPHY, BRINGING THE FASTLIFE CLOTHING BRAND TO LIFE THROUGH BOLD VISUAL STORYTELLING. I CREATE DYNAMIC VIDEOS, BRAND CONTENT AND HIGH-ENERGY SOCIAL MEDIA CLIPS, WHILE CAPTURING STRIKING IMAGES THAT REFLECT THE BRAND'S IDENTITY AND ATTITUDE. EVERY PIECE IS DESIGNED TO GRAB ATTENTION, SPARK EMOTION AND **KEEP THE AUDIENCE ENGAGED.**

SEE MORE OF MY SERVICES

—> [CREATIVE-EDGE.BE](https://creative-edge.be)

SEE MORE OF MY PROJECTS

—> [YASSINE-ELFIDI.BE](https://yassine-elfidi.be)