

[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, AI, 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.

## WORK EXPERIENCE

### FREELANCING 2022-PRESENT

→ BRAND CREATION & SMART AI TOOLS  
Web design & development. Inhouse marketing. 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 2021-2026

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

## PHONE

[+324 83 71 10 03]

## ADDRESS

[2018 - ANTWERPEN]



YASSINE EL FIDI®

## MY SERVICES

→ MARKETING | [CREATIVE-EDGE.BE](https://creative-edge.be)  
AI MARKETING | [CREATIVE-EDGE.STUDIO](https://creative-edge.studio)

## MY PORTFOLIO

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

## 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 Agents & Automation

Advertising

# YASSINE EL FIDI

# PROJECTS

## 01 AI MARKETING

[CREATIVE EDGE]

CREATIVE EDGE IS WHERE I BUILD AI DRIVEN DIGITAL SYSTEMS FOR BRANDS THAT WANT TO MOVE FASTER AND STAND OUT. I CREATE MODERN WEBSITES, VISUAL IDENTITIES AND CONTENT, BUT THE CORE OF MY WORK IS INTEGRATING AI INTO EVERYTHING. FROM CUSTOM APPS AND AUTOMATED WORKFLOWS TO **AI POWERED CONTENT GENERATION** AND AI AGENTS, I DESIGN SYSTEMS THAT WORK FOR YOU IN THE BACKGROUND.

## 02 FREELANCE MARKETING

[KRACHTIG ONLINE]

**AS AN IN HOUSE MARKETER,** I WORKED ACROSS VIDEO PRODUCTION, CONTENT CREATION AND VISUAL DESIGN, SUPPORTING BOTH DIGITAL AND PRINT. I CREATED VIDEOS, SOCIAL CONTENT, POSTERS, BANNERS AND ADVERTISING CAMPAIGNS FOR BRANDS LIKE BMW, AUDI, TMC ROBOTICS, VIGOTEC AND ROVER WOODWORKS. WORKING ACROSS BOTH B2B AND B2C ENVIRONMENTS, I FOCUSED ON DELIVERING CONSISTENT BRAND COMMUNICATION WHILE ADAPTING CONTENT TO DIFFERENT AUDIENCES AND CHANNELS.

## 03 STRATEGY MARKETING

[WASHVILLE]

AT WASHVILLE, I LED PROJECTS FROM CONCEPT TO LAUNCH, TURNING IDEAS INTO CAMPAIGNS, MARKETING GAMES AND AUTOMATED SYSTEMS. I BUILT **CINEMATIC VIDEOS, AD CAMPAIGNS, A LANDING PAGE** AND AN E-COMMERCE SITE, WHILE IMPROVING WORKFLOWS WITH NOTION AND AI TOOLS. I ALSO DEVELOPED A CUSTOMER LOYALTY SYSTEM AND AN AI DRIVEN MARKETING GAME, FOCUSING ON MAKING IDEAS REAL AND SCALABLE.

## 04 MULTI BRAND MARKETING

[THE CHOCOLATE FAMILY]

AT THE CHOCOLATE FAMILY, I WORKED ON DIGITAL MARKETING, CONTENT CREATION AND BRAND STRATEGY **ACROSS MULTIPLE BRANDS** INCLUDING ROSENBERG, DRAGEE, ICKX, PRALIBEL AND ART OF CHOCOLATE. I CONTRIBUTED TO [MARKETING, SEO, WEB DESIGN AND VISUAL STORYTELLING, DRIVING BOTH CREATIVITY AND PERFORMANCE. MANAGING FIVE DISTINCT BRAND ECOSYSTEMS ACROSS B2B, B2C, INTERNATIONAL AND E-COMMERCE REQUIRED TAILORED STRATEGIES AND ADAPTABLE EXECUTION.

## 05 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)  
[CREATIVE-EDGE.STUDIO](https://CREATIVE-EDGE.STUDIO)

SEE MORE OF MY PROJECTS

→ [YASSINE-ELFIDI.BE](https://YASSINE-ELFIDI.BE)