

MOHAMED WASSIM ZAYANI



GRAPHIC DESGINER - ASPIRING PHOTOGRAPHER

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PROFILE

Im Mohamed Wassim Zayani tunisian Graphic desginer - Aspiring Photographer - Content Creator - Social Media Designer
I hold a Higher Technician diploma in Graphic Design, with 4 years of industry experience. Throughout my career, I have worked with clients from various sectors, honing my skills in branding, print design, social media design, and collage art. Passionate about visual storytelling, I am always seeking to expand my creative expertise, including photography.

EDUCATION	SKILLS	LANGUAGES
<div>2018 - 2020</div> <div>Professional Printning Technician</div> <div>Graphic Art Center</div>	<div>PsAiId</div> <div>PrAeLr</div>	Arabic - English - French
<div>2020 - 2022</div> <div>Higher Technician in Graphic Design</div> <div>Graphic Art Center</div>		

EXPERIENCES

2024 - Currently

Content Creator | Social Media Designer | Branding Specialist | Collage artiste.

Lablink agency

- Partnered with a diverse portfolio of brands such as Chapati.fr, Chb-architecture, and Empriente, delivering tailored content that aligned with their unique brand identities and business goals.
- Strategically developed and implemented comprehensive social media plans to strengthen brand presence and increase engagement across multiple platforms, including Instagram, Facebook, and LinkedIn.
- Managed end-to-end content creation for various social media channels, from ideation to execution, ensuring a cohesive visual identity and voice, while adapting content to each platform's audience and format.
- Spearheaded branding and event promotion initiatives that boosted client visibility and fostered stronger audience interactions, driving both awareness and conversions.
- Leveraged expertise in social media management, creative content production, and brand storytelling to exceed client expectations, deliver measurable results, and contribute to their overall growth and success.

2022 - 2024

Content Creator | Branding & Social Media Advertising | Print Designer

Ibcom agency

- Worked at Ibcom Production, focusing on creating cohesive branding, social media advertising, and print design solutions for a diverse range of clients.
- Collaborated with leading companies such as Exeed, Campanile Hotel, and Nouvelair, delivering custom strategies that aligned with their brand goals and market positioning.
- Developed and executed integrated branding and advertising campaigns across both digital and print platforms, effectively increasing client visibility and brand recognition.
- Designed a variety of marketing materials, from digital assets to print collateral, ensuring each piece reflected the client's identity while addressing specific business objectives.
- Implemented data-driven social media strategies to amplify engagement, expand reach, and target key demographics, helping clients maximize their digital presence and drive business growth.

Social Media Designer | Print Design & Photo Editing
Etiiks agency

- Partnered with Ettiks, collaborating with brands like Space Academy, Djerba Booking, and Fit Factory Gym to create visually compelling social media designs, print materials, and edited visuals tailored to each brand's identity.
- Designed impactful social media content that enhanced audience engagement and reinforced brand messaging, while ensuring consistency across various digital platforms.
- Developed print materials, including brochures, posters, and promotional items, that aligned with client branding and marketing goals, creating a seamless visual experience across both print and digital mediums.
- Edited and enhanced visuals for marketing campaigns, ensuring high-quality imagery that captured the essence of each brand and resonated with their target audience.