



Nouha Kourda

Communication Manager

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Paris - France

EXPÉRIENCES PROFESSIONNELLES

Marketing & Communication Officer

iPaidThat FEB 2025 - SEPT 2026 Start-up Fintech - Paris

- Content production (social media posts, event collateral, videos)
- Strategic partnership development
- Event organization and management
- Performance reporting and KPI tracking
- Market research and competitive analysis
- Sales collateral and enablement content creation
- Article copywriting and SEO optimization
- Data analysis and reporting
- Partner coordination and relationship management
- Online review platform management (Trustpilot, Appvizer, Google)

Results:

- **+100** created content
- **4** organised events

Communication Lead

Impact Partner OCT 2023 - AUG 2024 ONG - Tunis (CDI)

- Communication plan development
- Content production (posts, event collateral, videos)
- Media relations management
- Email campaign launches & management
- Social media monitoring & performance analytics

Results:

- **+120%** program applications in 2 months
- **+27M** Instagram views generated in 9 months

Marketing & Communications Lead

Urban Green SEPT 2022 - SEPT 2023 Start-up Urban Agriculture - Tunis (CDI)

- Photo & video content production for social media (concept creation, filming, photo shoots)
- Organic & paid social creative strategy development
- Media relations management
- Influencer & creator partnerships
- Social media monitoring & performance analytics
- Strategic partnership development
- Sales prospecting & business development
- Trade show representation & booth management
- Educational workshop facilitation

Results:

- Led the launch & go-to-market strategy for 3 new products
- End-to-end website design & launch (Webflow | Delivered in 3 months)
- 8.5x increase in monthly views in 11 months

Co-fondatrice et CPO

Kasero SEPT 2021 - SEPT 2022 Start-up FoodTech - Tunis

- Client relationship management
- External vendor & subcontractor management
- Product marketing plan development
- Field interview & qualitative research execution
- Tracking & monitoring tool implementation
- Sales analysis & marketing action plan execution

PRESENTATION

Versatile and curious Communications Specialist with 4 years of experience managing diverse projects. Seeking a full-time position in Paris to drive business growth through creative storytelling and strategic marketing.

EDUCATION

Master's Degree in Digital Marketing

EDC Paris

2024 - 2026

Paris, France

Master's Degree in Digital Communication

SUP de COM

2022 - 2023

Lyon, France

Master's Degree in Digital Marketing

Esprit School of Business

2021 - 2023

Tunis, Tunisia

Bachelor's Degree in Management, Marketing Specialization

ESC

2018 - 2021

Tunis, Tunisia

SKILLS

Production

- Short-form video production
- Video editing (CapCut, Adobe Premiere Pro)
- Graphic design (Canva, Adobe Photoshop, Adobe Illustrator, Figma)
- Wireframing & web design

Marketing

- Website management & maintenance (WordPress, Shopify)
- SEO analysis & optimization (Screaming Frog, Semrush)
- Email marketing & tracking (Intercom, HubSpot)
- Paid media (Meta Ads, Google Ads)

LANGUAGES

- French (Bilingual)
- English (C1)
- Arab (Native)

CENTRES D'INTÉRÊT

- Gardening
- Camping
- Yoga & méditation
- Dance