

Agency Credentials



April 2024

www.rrcworld.com

RRC - Presentation



Tomorrow,
Is Today with an *Idea*



We make *Change*

We help you thrive in your pursuit of next



We are *The* Consulting Agency

We are a Consulting Agency.
We help our clients create growth and added
value by any means necessary. *Strategists, consultants,
creatives, and technologists...*
United to be the partner of tomorrow's needs.
Not yesterday's."



Why *RRC* ?



We are a team of experienced consultants who are aware of the strategic issues faced by brands and organizations.

We are passionate about our work and guided by a strong value: **Ethics**.

Working with **ethics and integrity** has always been and will always be the best way to do things.

We are an independent agency and we place great importance on our relationships with our clients. Availability and trust are part of our fundamentals.



The *Team*



Farouk REZGUI
Strategic & Creative
Consultant



Nahla REZGUI
Strategic Communication
Consultant



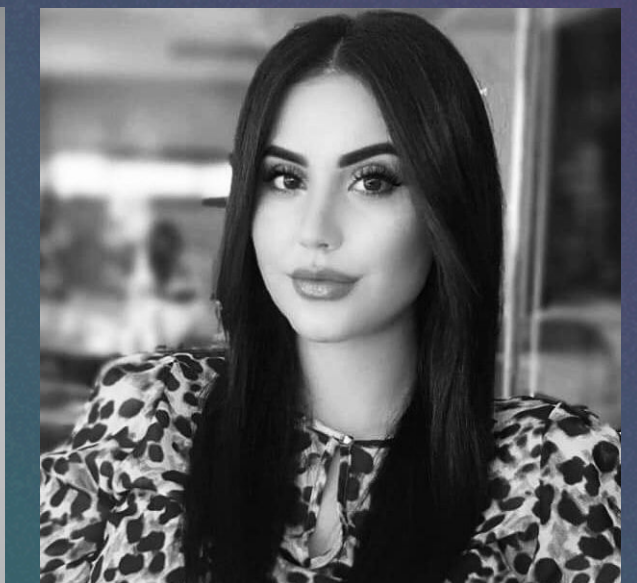
Latifa BEN TURKIA
New Business Director



Youssef DHAOU
Digital & Innovation
Consultant



Esther TEIXEIRA
Strategic Communication
Consultant



Omayma BOUALI
Key Account Manager



Chaima DRIDI
Social Media Manager



Housseem BEN AISSA
Senior Digital
Consultant



Med BARKAOUI
CTO



Raouia KHEDR
PR Consultant



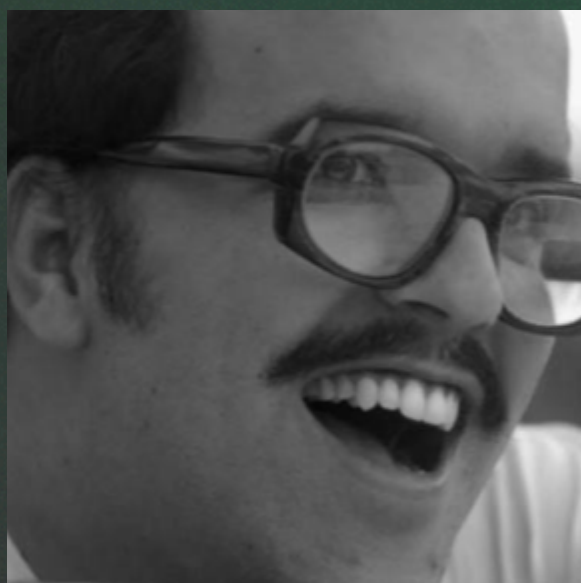
Alexandre CHAULET
Creative Director



Sami SNOUSSI
Producer /
Photographer / Director



M'hamed HNIA
Senior Art DIRECTOR



Ghassen ALJANE
Senior Art DIRECTOR



Selma MESSAADI
Copywriter



Salem OUN
Roughman / Art Director
/ Motion Designer



Emna BEN SALAH
Creative Consultant



Wafa ACHOURI
Traffic / Studio Chief



Farouk REZGUI - Senior Communication Consultant



Experience:

Since 2022 - Sport Business - Executive Board Advisor

Since 2014 - RRC Worldwide Paris/Tunis- Associate Founder - Creative & Strategic Consultant

2008/2014 - Grey Tunis / Grey Mena - Business Director

2008/2008 - DDB - Strategic Planner

2004/2007 - JWT Paris - Strategic Planner

2003/2004 - Aegis Media Carat Paris - Chef de publicité

Degree:

ISG Paris, Master en communication globale et information

ISG Paris, Master en management

References:

World Bank Group, Expertise France, GIZ, UBCI, Fondation Biat, Mazda Automobile, Renault, Unicef, Henkel, Altadis, Sony Ericsson, Unilever, P&G, Volkswagen, Audi, Citroen, SFBT, STII, Samsung, GIZ, UPL, Florident, California Gym, Sotim, Confortex, AfricInvest, GSK, Sanofi, Poulina, Business Med, Ooredoo, Président, British Council, Peugeot, Fnac/Darty, Deloitte, Banque Centrale de Tunisie, Promises, Smart Capital, HSBC, BNPP, BIAT, QNB, BTK, Attijari Bank, Arab Bank, Banque Populaire du Maroc, Byblos Bank Lebanon, Assurance Carte, Lloyd, Tunisian Investment Authority, Merryl Lynch, Banque Mondiale, ING Direct, etc.

Expertises & Skills:

Marketing Strategy, Communication strategy, Creative Strategy, Digital Marketing, Digital Transformation, Market analysis, Corporate Branding, Consumer Branding, Social Media, Corporate Communication, Media Strategy, Project Management, Social Media, UX, growth hacking, Consulting, etc.



Nahla REZGUI - Senior Communication Consultant



Experience:

Since 2016 - RRC Worldwide Paris/Tunis- Associate Founder - COO
2018-2022 - Alpha Sport - General Manager
2007-2016 - Publicis Impact - Client Servicing Director

Degree:

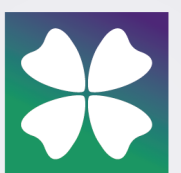
ISG Tunis - Master En Commerce International
ISG Tunis - Maitrise en Marketing

References:

Fondation Biat, Assurance Carte, Carrefour, Tuc, Prince de LU, Beck's, Celtia, Stella, Boga, Stil, Cristaline, Marwa, Melliti, Safia, Garçi, Whirlpool, Lesueur France, Hyundai, Ford, Renault, General Motors Algérie, Programme de valorisation et protection du patrimoine culturel en Algérie UE, Total Tunisie, Randa, Business Med, Valeur Absolue, Gillette, Crest Oral B, Duracell, British Council, Unilever, Peugeot, Expertise France, etc. Zitouna Banque, UIB, ATB, Banque populaire de Mauritanie, GIZ, Peak Sports, Biat...

Expertises & Skills:

Marketing Strategy, Communication strategy, Creative Strategy, Digital Marketing, Strategic Planning, Advertising, Client servicing, team management, Event, RP, Corporate communication, Media strategy, media buying, brands, Branding, Tv production, production Print, Marketing Strategy, Creative Strategy, Digital Marketing, Market analysis, Corporate Branding, Consumer Branding, Project Management, Social Media, Training, etc. al Media, etc.



Latifa BEN TURKIA - New Business Director



Experience:

Since 2024 - RRC Worldwide Paris/Tunis - New Business Director

Since 2021 - Aaylaa - Founder and CEO

2014/2022 - Ets Ben Turkia - Founder & COO

2018/2021 - L'exquise - Paris- CEO

2013/2019 - Parisis - Cadre Export

2011/2013 - UGD Optique, Paris - Responsable développement

2010/2011 - Mory - Cheffe de projet

Degree:

Université Paris-Sorbonne, Licence en Langues Etrangères Appliquées

ISG Paris, Master en Conduite de projet, entrepreneuriat et droit des affaires

References:

Hôtel Le Crillon, Groupe Thalgo, Hôtel du Ritz - Paris, Croisière Jaune - Paris, Parisis Parfum - Paris, SILMO, UGD Optique, la voix de l'enfant, Aaylaa, Roland Garros, Hippodrome de Longchamps, Prix Diane, Hermes, Salon de l'automobile, Salon de l'agriculture, ...etc.

Expertises & Skills:

Marketing Strategy, Conduite de projet, Supply chain, Négociations tarifaires et suivi comptable, Consumer Branding, Corporate Communication, Project Management, prospection et développement commercial, Recherche de sponsors...etc.



Housseem BEN AISSA - Senior Digital Strategist - Digital Expert



Experience:

Since 2022 - Sport Business - Founder & CEO
Since 2016 -RRC Worldwide - Senior Digital Strategist - Digital Marketing Expert
Since 2017 - Adonnect - Founder
2013/2016 - MediaCom- Media Director
2012/2013 - Grey tunis, Digital Planner
2009/2012 - Access to E Business - Consultant Webmarketing

Degree:

IHEC Carthage, Maitrise en hautes commerciales, spécialité commerce international

References:

Sommet de la Francophonie, Expertise France, GIZ, TIA, UBCI, Fondation Biat, Peugeot, Darty/Fnac, Aramex, Deloitte, OST, Biat Labs, Promises, Université Centrale, Samsung, Volkswagen, Audi, Seat, Skoda, SFBT, STIL, Vitalait, Hamadi Abid, Selecta, Confortex, IDP- Brianform, Café Ben Yedder, Café Bondin, P&G Head & Shoulders, Always, Gillette, Pampers et Oral-B, BTK, Sanofi, Panasonic, Topnet, GlobalNet, Géant, Orange, Tunisie Telecom, Tunisiana, Ooredoo, British Council, BIAT, BTK, Attijari Banque, Assurance Carte, QNB, TFBank, Lloyd Assurances, Tunisian Financial Harbour, Tunisie Valeur, Assurance Carte, Peak Sports, Minbar, Peugeot, Fnac/Darty, etc.

Expertises & Skills:

Media stragey, mediaplanning, media buying, Digital Marketing, social media, Google search, Google Adwords, Google Adsences, media buying, web, Data, data analytics, client servicing, Performance Marketing, Marketing automation, etc.



Alexandre CHAULET - Creative Director/Art Director



Experience:

Since 2022 - Creative Ad Schook - Professor
Since 2017 - RRC Worldwide - Executive Creative Director
2012/2017 - Memac Ogilvy Label - Associate Creative Director
2010/2012 - Grey tunis - Art Director
2004/2010 - Agence CAC&R - Graphic Designer - Print Producer
2003/2004 - C Productions chromatiques, Webdesigner

Degree:

College Lassalle International - DEC, Infographie et Multimedia

References:

World Bank, GIZ, Expertise France, OSS, UBCI, Assurances Carte, Fondation BIAT, Biat, Delice Danone, Samsung, Volkswagen, Hamadi Abid, Selecta, Sotubi, SFBT, P&G, Head & Shoulders, Always, Gillette, Pampers et Oral-B, Ooredoo, Carrefour, Peugeot, Citroen, ISIE, QFF, L'épi d'or, Sotuchoc, AfricInvest, 3ish Tounsi, Confortex, Unilever, Valeur absolue, British Council, Nouvel Air, Henkel, Air Liquide, Sanabel Carthage, ONTT, Deloitte, Promises, Fnac/Darty, Attijari Bank, Webank, BTK, Arab Bank, QNB, Zitouna Banque, UIB, LLOYD, Banque Centrale Tunisie, AICD (Agence Italienne pour la cooperation et le développement), OIM, EFE, etc.

Expertises & Skills:

Marketing Strategy, Communication strategy, Creative Strategy, Branding, Consulting, Creative Direction, Creative Art Direction, Graphic Design, design, illustrator; DOP; production print, webdesign, Advertising, screenwriting, UX design, TV prod, etc



Ghassen Aljane - Art Director



Experience:

Since 2021 - RRC Worldwide - Senio Art director / Graphic Designer
2019/2021 - TBWA Point carré - Art director / Graphic Designer
2019/2019 - Tracy - Art director / Graphic Designer
2016/2018 - Movida - Graphic Designer / Art director
2014/2016 - Grey Tunis - Graphic Designer / Art director
2012/2013 - Taktik - Graphic Designer

Degree:

M ISIMG Gabès, Maitrise en informatique et multimedia

References:

Giz, World Bank, UBCI, Assurance Carte, Fondation BIAT, Peak sports, GIZ, EOT, Ooredoo Algérie, Volkswagen, Audi, Peugeot, SFBT, Délice, Danone, Assurance Carte, Hamadi Abid, Ministère des affaires intérieures et de l'environnement, Baguette, Sanofi, Nestlé, Natilait, Peaudouce, Faderco, Promasidor, Papillon, Fnac Darty, Sidi Daoued, Nouvel Air, Gourmandises, Airbus, Smart Capital, Fnac Darty, Kubiweb, Diabolo Web, Eneo Digital, BIAT, Attijari Bank, Webank, BTK, Assurances Carte, LLOYD, Banque Centrale Tunisie, TFBank, Al Wahda Bank Libya, Attijari Banque, Afric Invest, QNB, TFBank, Musée de la Monnaie, etc.

Expertises & Skills:

Marketing Strategy, Communication strategy, Creative Strategy, Branding, Consulting, Creative Direction, Creative Art Direction, Graphic Design, design, illustrator; DOP; production print, webdesign, Advertising, screenwriting, UX design, TV prod, etc.



Sami SNOUSSI - Photograph/Creative Consultant/Producteur



Experience:

- Since 2016 - Creative Consultant, Producteur
- Since 2008 - Final Frame - Managing Director, Photographer
- 2015- 2016 - Essted - enseignant expert
- 2016 - 2017 - Esac -enseignant expert
- 2019 -2020 ISBAT -enseignant expert
- 2009 - Elite Model look - Photographe officiel de l'agence Elite Model Look
- 2008 / 2010 - Art & Champagne Bruxelles - Directeur de création
- 2006/2008 - MEMC France - Directeur Artistique
- 2004/2006 - Propaganda production - Assistant de production

Degree:

- ESAC Gammarth - Diplôme National en audiovisuel et cinéma spécialité Image
- ESSTED Denden - Diplôme National en technologie di design spécialité publicité audiovisuelle

References:

Ooredoo, Tunisie Telecom, Orange Liberia, Orange Cote d'ivoire, UBCI, Fondation Biat, Baic, Biat, Assurance Carte, Nouvel Air, California Gym, Poulina, Coca Cola, Fanta, Ooredoo, Tunisie Telecom, Orange Liberia, Orange Cote d'ivoire, Delice Danone, Vitalait, SFBT, Boga, Safia, Plus. De 300 campagne publicitaire en photoshoot, direction photo, assistanat...

Expertises & Skills:

Creative, Direction, Photo Director, DOP, Screenwriter, photograph, Graphic Design, Art Direction, Production photo, TV production, Producer.



Mohamed BARKAOUI - CTO



Experience:

Since 2015- RRC/Fullab - CTO
2009/2014- SBT Kangooroo- CTO WEB
2007-2009- Equinoxe Groupe Keyrus - Web Department Director
2006/2007- Aldebaran Eurocom publicité - Communication Officer
2004/2006- Cortix (Offshore) - Technical Team Leader
2003/2004- Equinoxes - Project Manager
2001/2003- Get Xerox - Project Manager

Degree:

ISSET Rades, BTS Techniques de Commerces Spécialités Promotion et publicité

References:

Diabolo web, Groupe Accord, Fondation Biat, Peak, Kubii, Kubiweb, Cepex, Tunisair, businessnews, ATB, EST, Attijari Bank, Sancellia, Office National de l'artisanat, Premier Ministere, Stusid Bank, BIAT, SME, Stade de France, Norbert Dentressangle, Assurance Biat, MAE, Fipa, etc.

Expertises & Skills:

Web (PHP, Mysql, postgresql), Digital Marketing, integration multicanaux, wordpress, drupal, prestashop, framework symfony, laravel, cakephp, mobile dev(android + iOS), angular js, react js, SEO, typo3, hosting web, applicative security, Hacking, HTML, HTML 5, CSS, JS, UX, Agile/Scrum instructor, etc.



Youssef DHAOUI - Senior Digital Consultant



Experience:

Since 2020 - RRC Worldwide Paris- Associate

Since 2018 - Senior Digital Consultant

2016/2018 - ADUX - Product Owner

2013/2015 - Local Media / ADUX, Digital Product Manager

2012/2013 - Grey Interactive, Digital Planner

2009/2012 - SBT Digital, Coordinateur de projets web

2006/2009 - Absys Cyborg Equinoxes, Account Manager

Degree:

IAE Nice, DEA Sciences de Gestion

IAE Nice, Maitrise en Science de Gestion

References:

Believe, Adux, Google, Facebook, Konbini, Le démotivateur, Poulina, Sonobra, Ooredoo, Attijari Bank, QNB. P&G, Volkswagen, Samsung, GIZ, Florident, GSK, Sanofi, GIZ, Groupe Accor, Cepex, Tunisair, businessnews, ATB, EST, Attijari Bank, Sancell, Office National de l'artisanat, Premier Ministère, Stusid Bank, Fondation BIAT, Biat...

Expertises & Skills:

Product management, Digital transformation Consultant, Process Modelisation, Agile Instructor / Scrum master, Project Management (Scrum / Kanban), Digital Marketing, UX, RMedia, Social Media, Digital Marketing, Web Dev, Big Data, Programmatic Advertising, Innovation, SI.



Sandra TEIXEIRA - Senior Strategic Consultant



Experience:

Since 2019 - RRC Worldwide - Marketing & Business Transformation Consultant
Since 2019 - Marketing Professor IONIS Group Paris
Since 2019 - Marketing Professor EMLyon
2017/2019 - Quobuz - Chief Marketing Officer
2012/2017 - KGB (118/2018 brands) - Chief Marketing Officer
2010/2012 - Havas Worldwide Paris - Global Associate Director
2007/2010 - TBWA Corporate - Global Senior Business Director
2003/2007 - JWT - International Account Director
1999/2003 - BETC - International Account Supervisor

Degree:

INSEAD, Transitioning to general Management
EM Lyon, Master Marketing and international Management

References:

Rolex, Lu, Petit bateau, Wanadoo, St Hubert, Bounty, Télé 2, Expertise France, Cargill Europe, Arcelor Mittal O-I Europe, EDF, Sodexo, Sephora, Orange, Darty, Essec, 112/218, 118 the number, Qobuz, Dexia Bank, Natixis, HSBC, BNPP, Merrill Lynch, 118 Money

Expertises & Skills:

Corporate Communication, Marketing and Communication strategy, Stratégie créative; Marketing Digital, Transformation Digitale,, Consumer Branding, Social Media, Media strategy, Project management, Brand & business strategy, integrative value creation, change management | Blue Ocean practitioner etc.



Selma MESSAADI- Copywriter



Experience:

Since 2019 - RRC Worldwide - Copywriter
2019-2020 - Express Co Montreal - Agent Marketing Direct
2018-2019 - 3SG BBDO - Copywriter
2017-2018 - Box Advertainment - Social Media Manager
2016-2017 - RRC - Social MEdia Manager
2012- 2017 - Assistante réalisateur Freelance (Propaganda, Ulysson, Final Frame, Time studio)

Degree:

Université Paris Est Marne La vallée - Master de recherches – Cinéma et audiovisuel
Institut Supérieur Art et Multimédia – Licence appliquée – Cinéma et audiovisuel

References:

Kubiweb, Eneo Digital, Diabolo Web, Délice danone (danette, danao, Gouta, Delio), Sonobra (Diva, Tropico), Mall of Sousse, Fnac/Darty, Immobiliere Iammar, Thon la goulette, Université centrale, Deloitte, Promises, Ministère des affaires sociales, BH, Lloyd assurance, Assurance Carte, Biat, Fondation BIAT, Central bank OF Tunisia, GIZ, TIA

Expertises & Skills:

Screenwriting, copywriting, Advertising, Video editing, Project Management, Art Direction, Assistanat, TV production, Community management, reporting, Content, etc.



Salem OUN - Illustrateur/ Graphic Designer /Motion designer



Experience:

Since 2018 - RRC Worldwide - Illustrateur/Graphic Designer / Motion Designer

Since 2016 - ESAAD Tunis - Enseignant Expert

Since 2016 - ESSTED Tunis - Enseignant Expert

2015/2016 - ISAM Gafsa - Vacataire

2013/2018 - Dotpower - Graphic Designer

2011/2013 - Freelance Graphic Designer

2009/20011 - Agence Morbiket- Graphic Designer

Degree:

ESSTED, Diplôme national en Design

References:

Assurance Carte, UBCI, OSS, Biat, Fondation BIAT, World Bank Group, Expertise France, Kubiweb, Eneo Digital, Diabolo Web, Fondation Biat, Vermeg, Fipa, AfricInvest, Unilever, Solid, Helios, J&J, Gillette, Duracell, Oral B, Baic Kenbo, British Council, Opel, Banque Centrale de Tunisie, Deloitte, OST, Fnac/Darty, etc.

Expertises & Skills:

Illustration, Création publicitaire, Direction artistique, design graphique, Webdesign, Motion Design, Bande dessinée, Storyboard, illustration graphique, Edition, Animation 2D/3D, Stop motion etc.



Emna BEN SALAH - Creative Consultant



Experience:

Since 2019 - Pink Hindi Founder and Creative Director - Handcraft fashion brand

Since 2015 - RRC Worldwide - Consultante Créative

2012/2014 - Grey tunis / Grey Mena, Directeur de Création Associé

2008/2012 - Grey tunis, Directeur Artistique

2007/2008 - 3SG BBDO - Graphiste

Degree:

ESSTED, Diplôme national en Design

References:

UBCI, Assurance Cate, BIAT, World Bank Group, Expertise France, Poulina, Sonobra, Ooredoo, Attijari bank, BTK. P&G, Volkswagen, Audi, Citroen, SFBT, Samsung, GIZ, Florident, GSK, Sanofi, UPL, GIZ, Salima, Fondation Biat, Helios, California Gym, Business Med, Le Club, J&J, Deloitte, Promises, Fnac/Darty,, OST, Peugeot, Arab Bank, QNB, Zitouna Banque, UIB, Lloyd, Banque Centrale de Tunisie.

Expertises & Skills:

Design, Illustration, Creative Direction, fashion stylist, Branding, Communication, web design, Art Direction, Design graphique, design, production print, conception créative, webdesign, conception, TV production, direction creative, Branding, ux design, etc.



Omayma BOUALI - Key Account Manager



Experience:

Since 2022 - RRC Worldwide - Key Account Manager
2022 - Jawhara fm - Producer
2019 - Express fm - Journalist , writer
2018 - Télévision Tunisienne - Journalist National TV
2017 - Media Smile - Journalist , writer

Degree:

IPSI, Master de recherche en Sciences de l'Information et de la Communication
IPSI, Licence fondamentale en Sciences de l'Information et de la Communication

References:

World Bank Group, GIZ, UBCI, Banque Centrale de Tunisie, Assurance Carte, Darty, CTAMA, FNAC, Sharjah TV, OSS,

Expertises & Skills:

Marketing Strategy, Communication Strategy, Digital Marketing, Digital Transformation, Corporate Branding, Social Media, Corporate Communication, Media Strategy, Project Management, Fact Cheking, Story Development, PR Specialist, Writing, editing and submitting copy.



Raouia KHEDHER- PR Consultant



Experience:

Since janvier 2021- Présent : Production de podcast « Ma vie en VF » soutenu par L'IFT

Since 2020- Présent : Productrice de podcast

Since 2018- Présent : Rédactrice en chef du magazine « Femme de Tunisie »

Since 2015- Présent : Formatrice en media training et communication

Since 2013- Présent : Animatrice modératrice de débats/ Maitresse de cérémonie

Since 2012- Présent : Animatrice/ productrice à RTCI

2009 : Architecte

Degree:

Diplôme de DSA « Diplôme de spécialisation en Architecture » Paris La Villette

References:

OCDE, Fondation Drosos, L'artisto, Emergence Partners, Kulturakademie Goethe Institut, Inco Group, Uniseco, IFT, RTCI, Magazine « Femme de Tunisie », IFT, M Tunisia, magazine « Opinions ». UBCI, OCEDE, Carte Assurance,

Expertises & Skills:

Rédaction journalistique- Rédaction en chef- Animation et production radiophonique- Animation événements et tables rondes-Modération- Relation presse.



M'hamed HNIA - Graphic Designer / Motion Designer



Experience :

Since 2023 - RRC Worldwide - Graphic Designer
2019/2023 - BW Digital - Lead Graphic Designer / Motion Designer
2022 - I See Agency - Lead Graphic Designer / Motion Designer
2021 - Anava/ Lobsters Prod - Graphic Designer / Motion Designer
2020 - Telvza TV, - Graphic Designer / Motion Designer

Degree:

ESPRIT, Tunis, Tunisia — National IT Engineering Diploma

References:

UBCI, Carte Assurances, Expertise France, Fédération Française de Boxe, Fédération de Football des Comores, Utopia, Wok Thai, Fédération Tunisienne des Cinéastes Amateurs, Enactus Esprit ICT, Guide in Dubai, YBL, Dubai Xcursions, WKars, G La Dalle, Baguette & Baguette, Dubai Prestige Boat, Easy Drive +, Eddy Benny Conciergerie, Clinique Ophtalmologique de Tunis, Propann, Hors Temps etc...

Expertises & Skills:

Adobe Photoshop, Adobe Illustrator, Pack Office, Premier pro, Illustration, Création publicitaire, design graphique, Webdesign, Motion Design, Bande dessinée, Storyboard, illustration graphique, Edition, Animation 2D/3D, Stop motion etc.



Wafa ACHOURI - Graphic Designer



Experience :

Since 2021 - RRC Worldwide - Chef de studio
2017/2021 - Freelance Art Director
2016/2017 - Memac Ogilvy LABEL - Traffic Manager
2010/2016 - Grey Tunis - Traffic Manager & Chef de Studio
2009/2010 - Grey Tunis - Graphiste senior
2003/2007 - Ag Partners - Graphiste

Degree:

2001 - 2003 : Art graphique - Publication Assistée par Ordinateur (PAO)

References:

Carte Assurances, Selja. Samsung, Ruspina, Total, Activia, Cepex, Emirates, GIZ, Lucosade, OiLibya, Gillette, Always, Ariel, Pantene, H&S, Mr Propre, Braun, Pringles, Lenor, Venus, Febreze, Duracell, Pampers, Koleston, Wella, Crest/OralB, Fixodent, Herbal essence, Beldi, Boga, Stil, Pt Frais, El Maraa, Jaw, Matinel, Sandy, Safia, Marwa, Cristaline, Garci, Volkswagen, Audi, Seat, Biat, Assurances Selim, BTK, QNB, BNA, TFBank, Attijari bank, Le Moulin, Florident, Novartis, Sanofi Aventis, etc.

Expertises & Skills:

Design, Branding, Communication, web design, Art Direction, Design graphique, design, production print, conception créative, conception, TV production, direction creative, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, etc.



Chaima Dridi- Social Media Manager



Diplômes:

Master professionnel d'anglais de communication- L'Institut Supérieur des Langues de Tunis (l'ISLT),

Langues:

Français - Courant

Anglais - Professionnel

Arabe - Courant

Expérience Professionnelle : 6 ans d'expérience

Depuis 2019 - RRC Worldwide Paris/Tunis- Social Media specialist

Depuis 2021 - Adconnect - Social Media Manager

2019/2021 – Infochallenge – Community Manager

Références:

Biocoop France, Expertise France, Nastati3, UBCI, Carte assurances, Beko, Fondation Biat, Peugeot, Darty/Fnac, Lloyd Assurances, Citroën, Société Des Ciments De Gabès- Groupe Secil, BIAT, ...etc

Expertises:

Customer Services. Social Media Strategy, Copywriting, Community management, social media, Writing skills, Project Management, etc



What we *Do* ?

Created in 2014, our agency combines marketing and communication consulting, design, Content creation and technological innovation in the same value chain to serve the performance of our clients.

We are a multidisciplinary team of experts consisting of strategists, consultants, creatives, and technologists whose mission is to generate value and support the ambition of our clients.



Where we *Are* ?

Paris

6 Rue de l'Armaillé,
75017 Paris
France



Tunis

23, Rue du lac Malaren,
1053 Tunis
Tunisia



What we *Do* ?

Communication

Branding & Brand Design
Communication
Media Services
Digital communication
Advertising
Media
PR

Advisory

Consulting
Consulting Services
Strategic planning
Project Management
Coaching & training
Ventures

Content Marketing

Brand content
Entertainment
Design
Production
Edition

Technology

Performance Marketing
Data
Technology
Mobile Marketing
Web strategy



Group *Expertise*



Digital Marketing



Influence Marketing



Media



Web Services



Our Network of *Partners*



Advisory



Digital



Coaching



Production



Media



We Worked *WITH*



We Make *Change*

We
Drive
Change.

We
Unlock
Opportunities.

We
Create
Tools.

We
Enhance
Performance.

We
Train
Entrepreneurs.

We
Design
Brands.

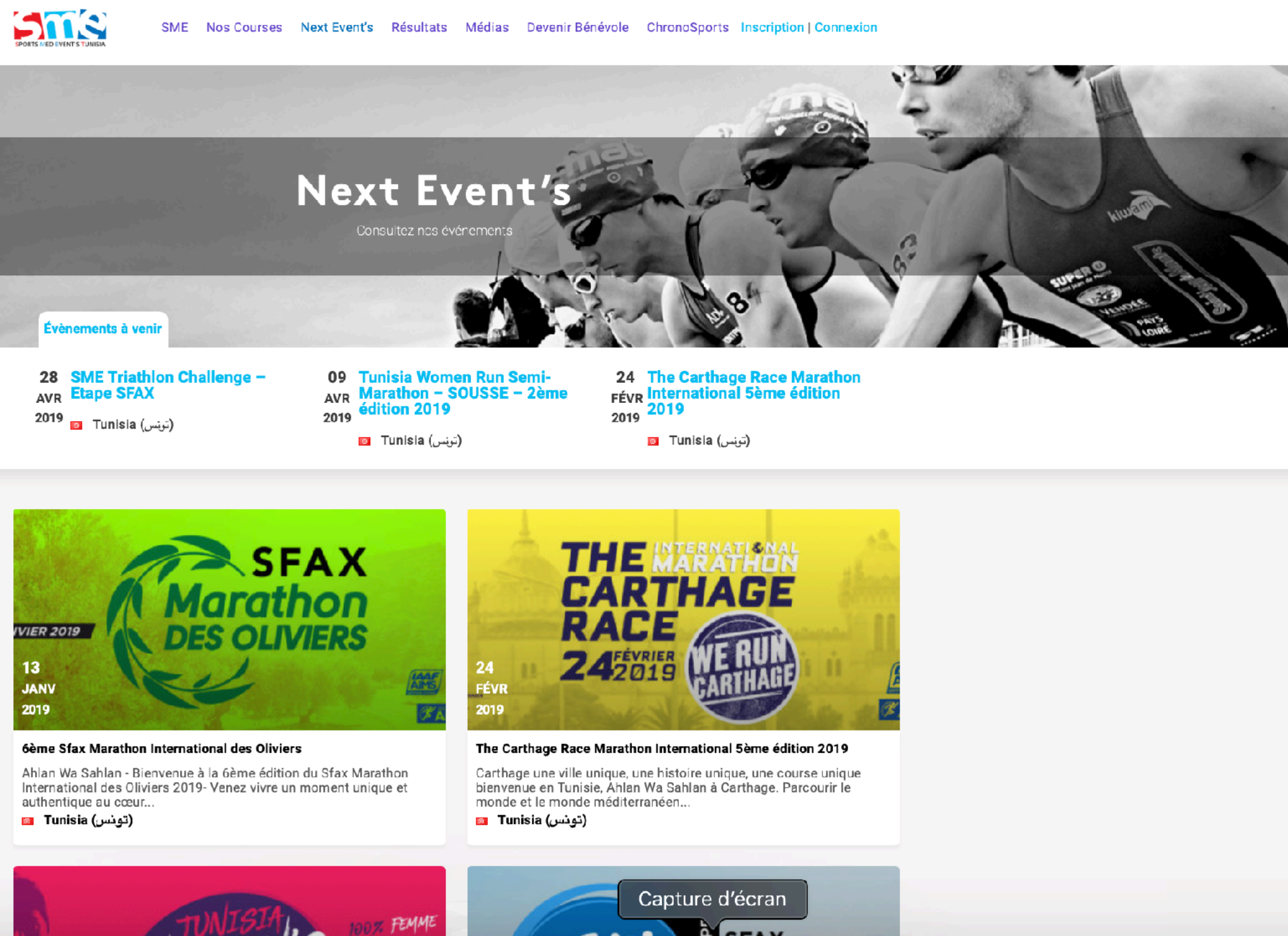
We
Engage
Audience.

We
Entertain
People.

We
Transform
Business.



We Drive *Change*



Creation of the first platform that centralizes registrations for all events organized by SME. The platform positions SME as a major player in the organization of AIMS IAAF certified sporting events, promotes Tunisia as a global destination for sports tourism, and collects a qualified database on runners.



We Train *Entrepreneurs*



FLAT6LABS



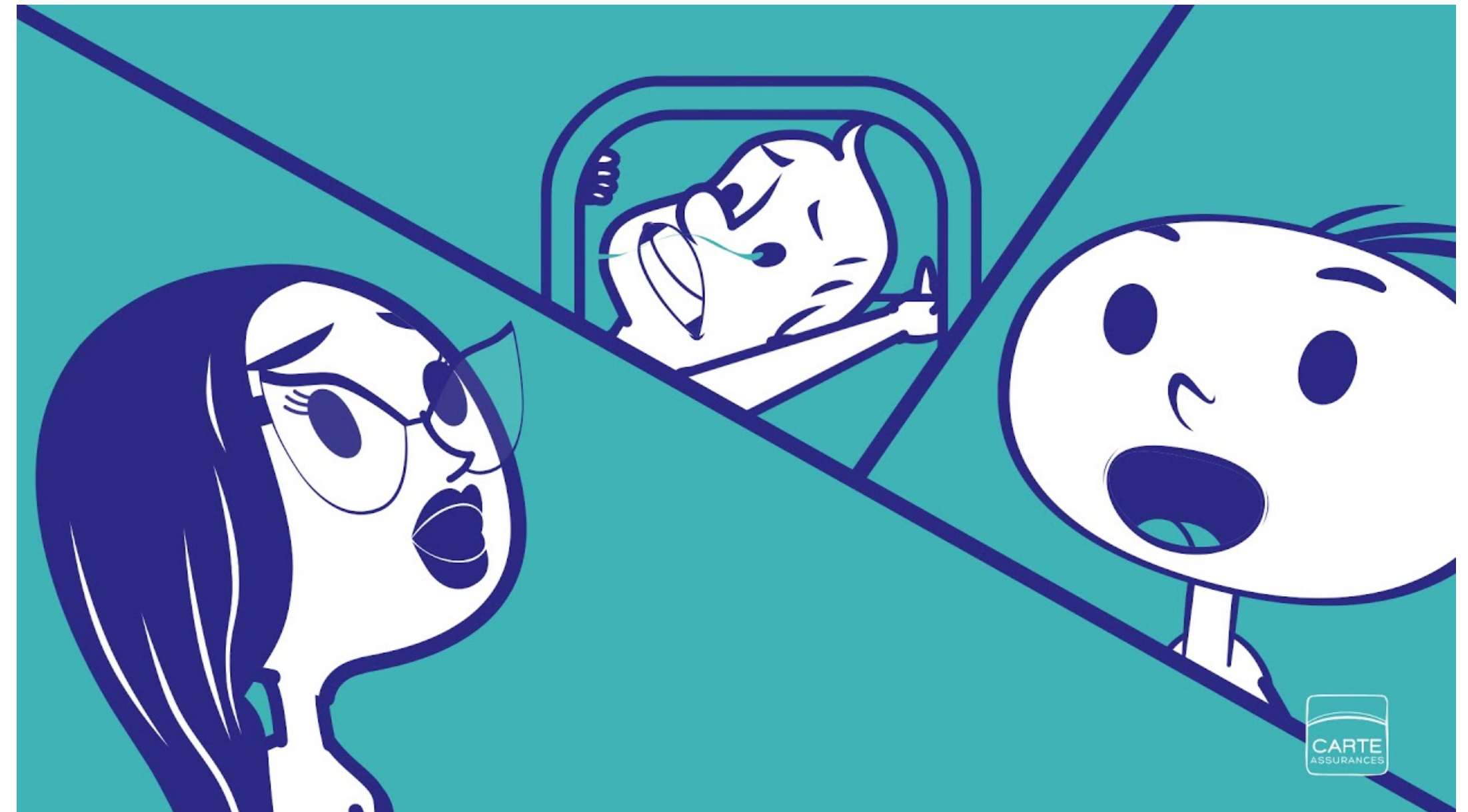
#SAMSUNGFASSTTRACK



We support future entrepreneurs through training sessions, coaching, and mentoring on the main support, incubation, and acceleration programs...



We Transform *Business*



"Transforming customer acquisition channels for Carte and promoting upselling. Converting Carte customers into users of the application to facilitate the management of their files (subscription, viewing reimbursements, etc.)"



We Design *Brands*



Creation of fast-food brand concepts: idea, concept, menu, Branding, Pricing positioning strategy, etc.



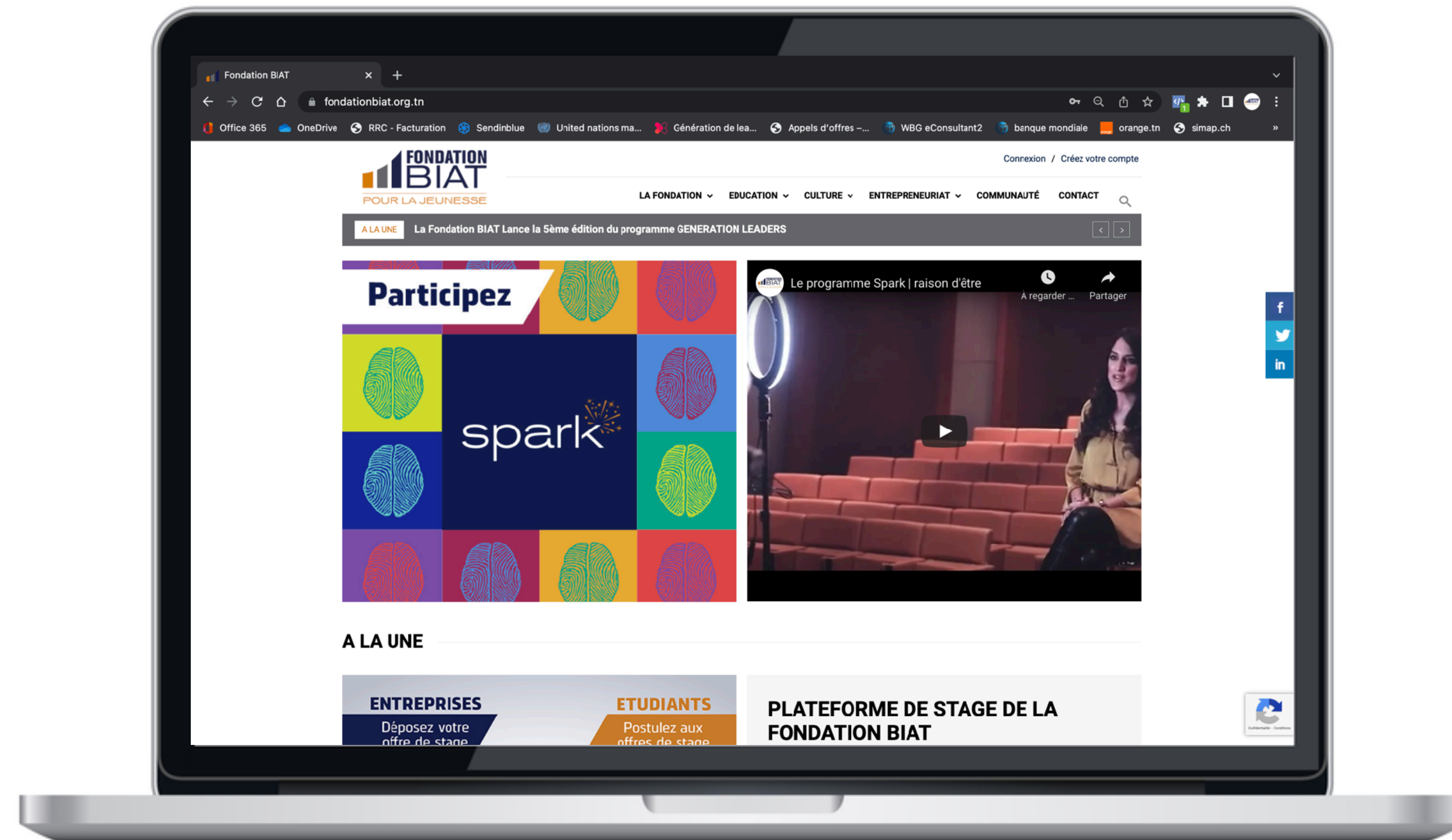
We Design *Brands*



Redesign of California Gym's positioning, Rebranding, Diversification of the offer,
Creation of California Food Express Spaces in California Gym Clubs...



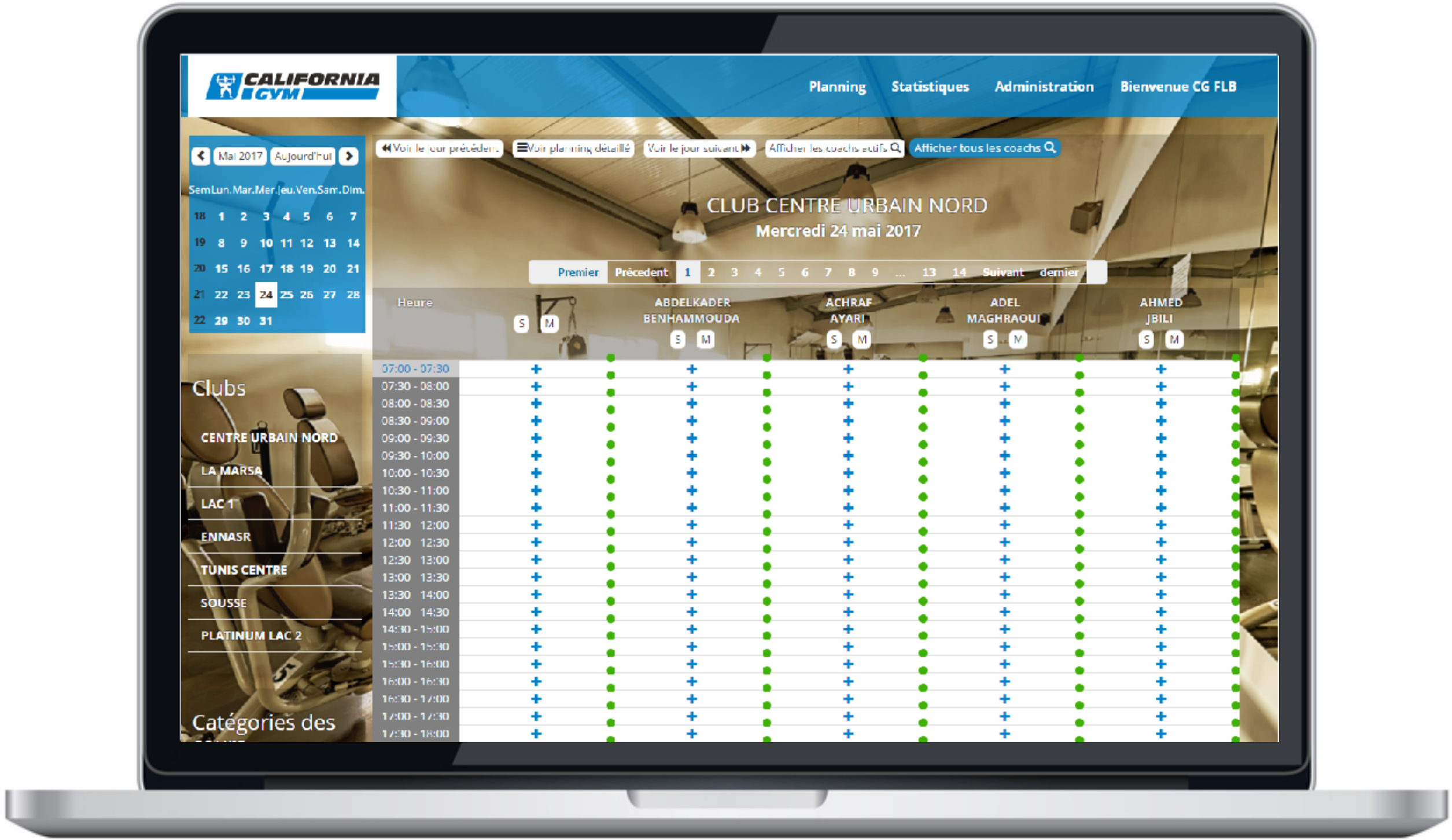
We Create *Tools*



Creation of an information portal and a 'data-centric' user acquisition platform that enables audience qualification and dissemination. The portal is set up with an outreach strategy tailored to needs through digital marketing campaigns.



We Create *Tools*



Creation of a scheduling management digital app for coaches at California Gym



We Unlock *Opportunities*



Creation of the Investor Day and the Impact Report:
Meetings with investors for business opportunities



We Engage *Audiences*



POUR LA JEUNESSE



Enlighten your mind



Si vous avez entre 15 et 25 ans et si vous êtes créatif et entreprenant, alors rejoignez SPARK, le programme de la Fondation BIAT qui révèle en vous l'entrepreneur de demain.

www.fondationbiat.org.tn



POUR LA JEUNESSE



EXECUTIVE MASTER
MANAGEMENT
ET POLITIQUES
DE LA CULTURE



Executive Master - Management et Politiques de la Culture, un diplôme d'université visant la formation des acteurs culturels sur la gestion et l'administration d'organismes culturels et à la mise en œuvre de politiques culturelles.

www.fondationbiat.org.tn



POUR LA JEUNESSE





ENGAGE, le programme qui appuie les initiatives citoyennes des jeunes dans leurs communautés.

www.fondationbiat.org.tn

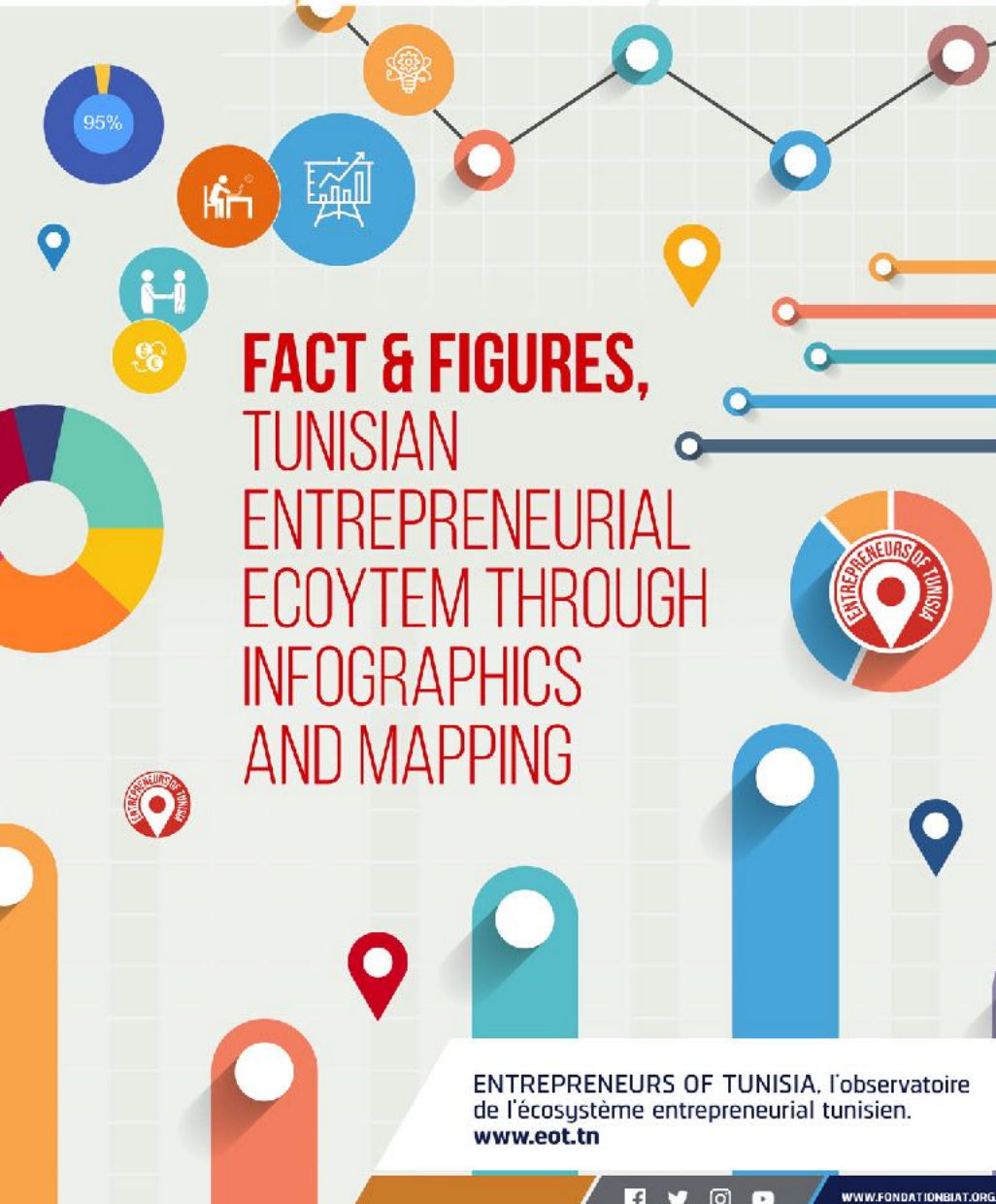


POUR LA JEUNESSE





FACT & FIGURES,
TUNISIAN
ENTREPRENEURIAL
ECOSYSTEM THROUGH
INFOGRAPHICS
AND MAPPING



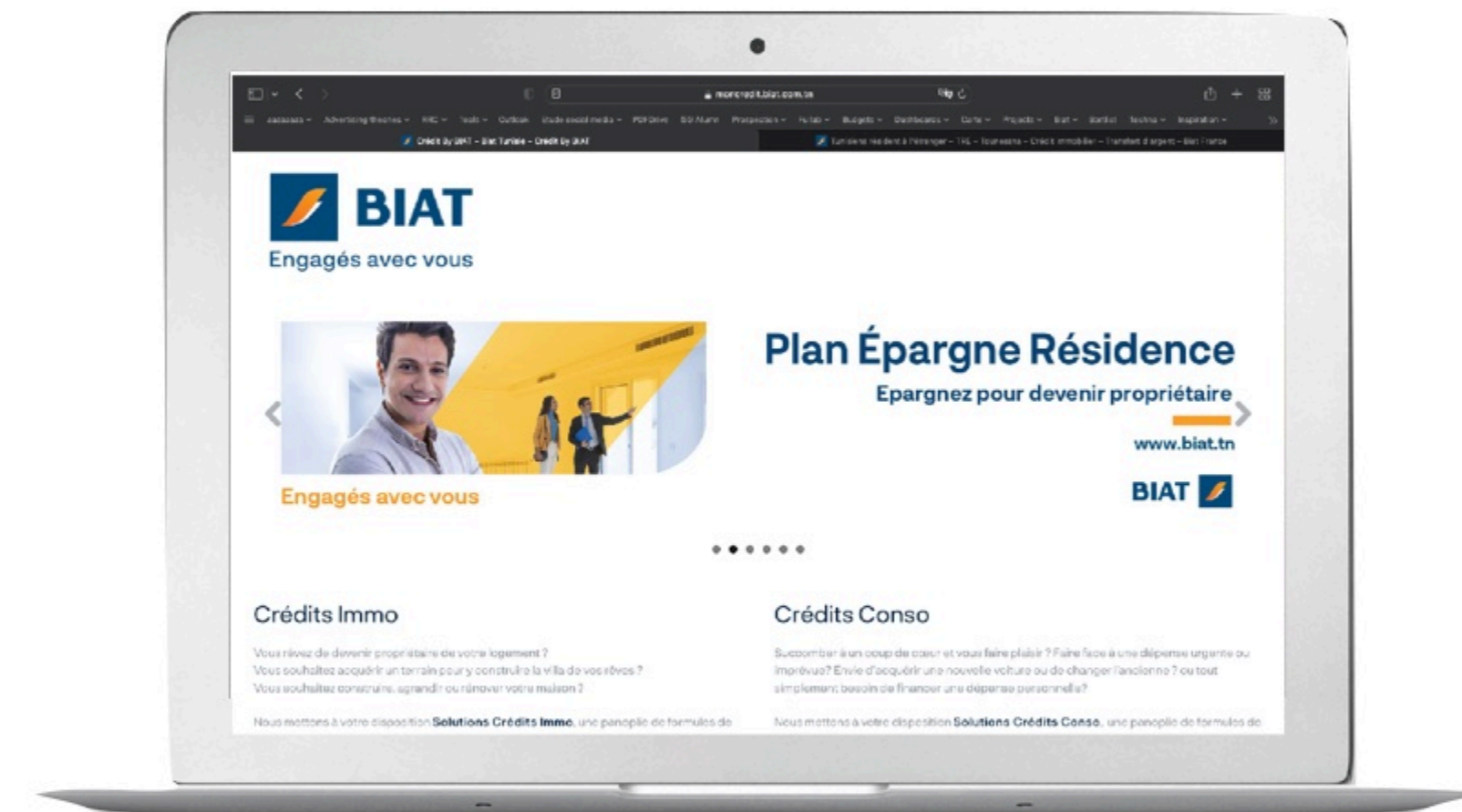
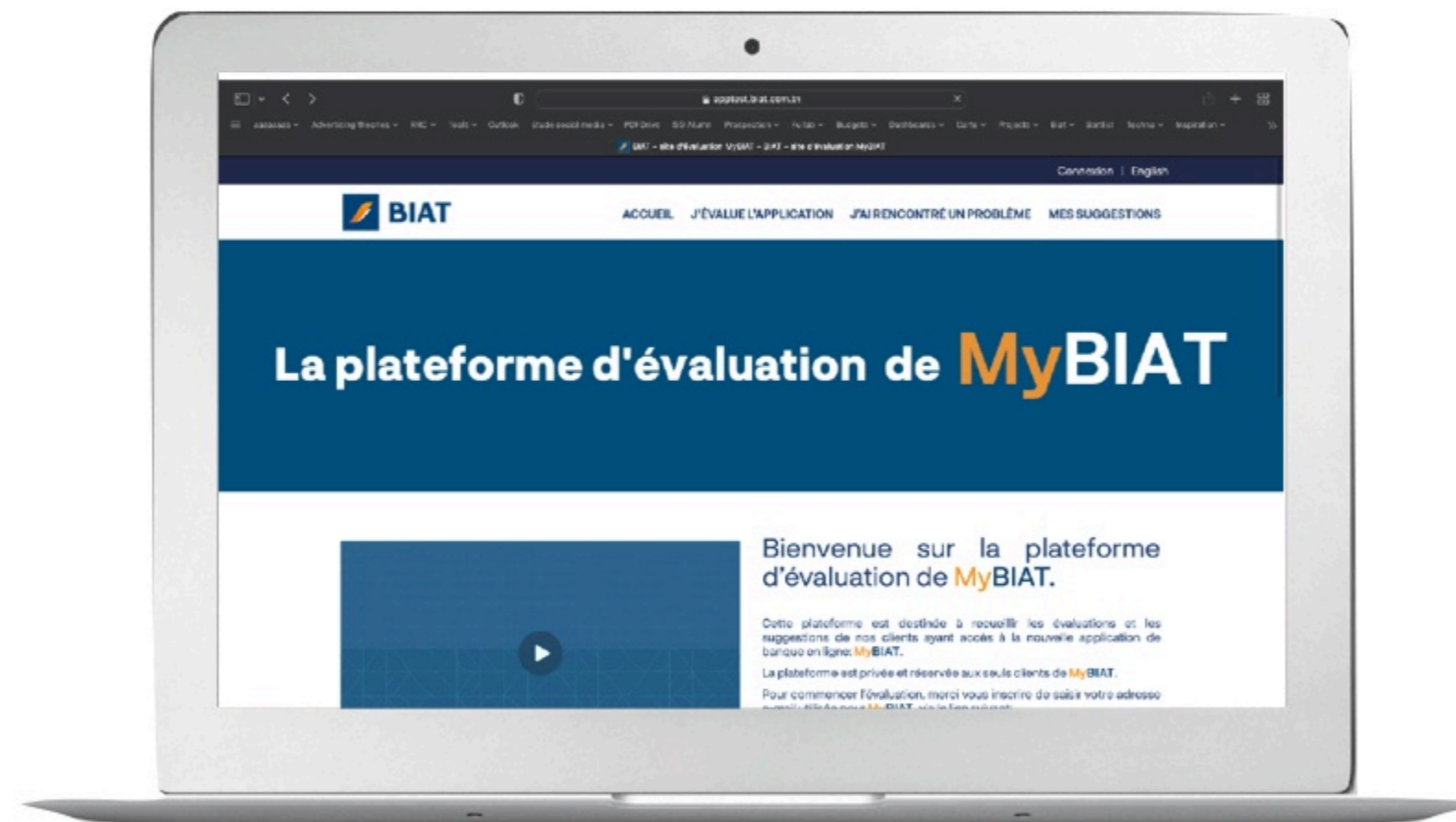
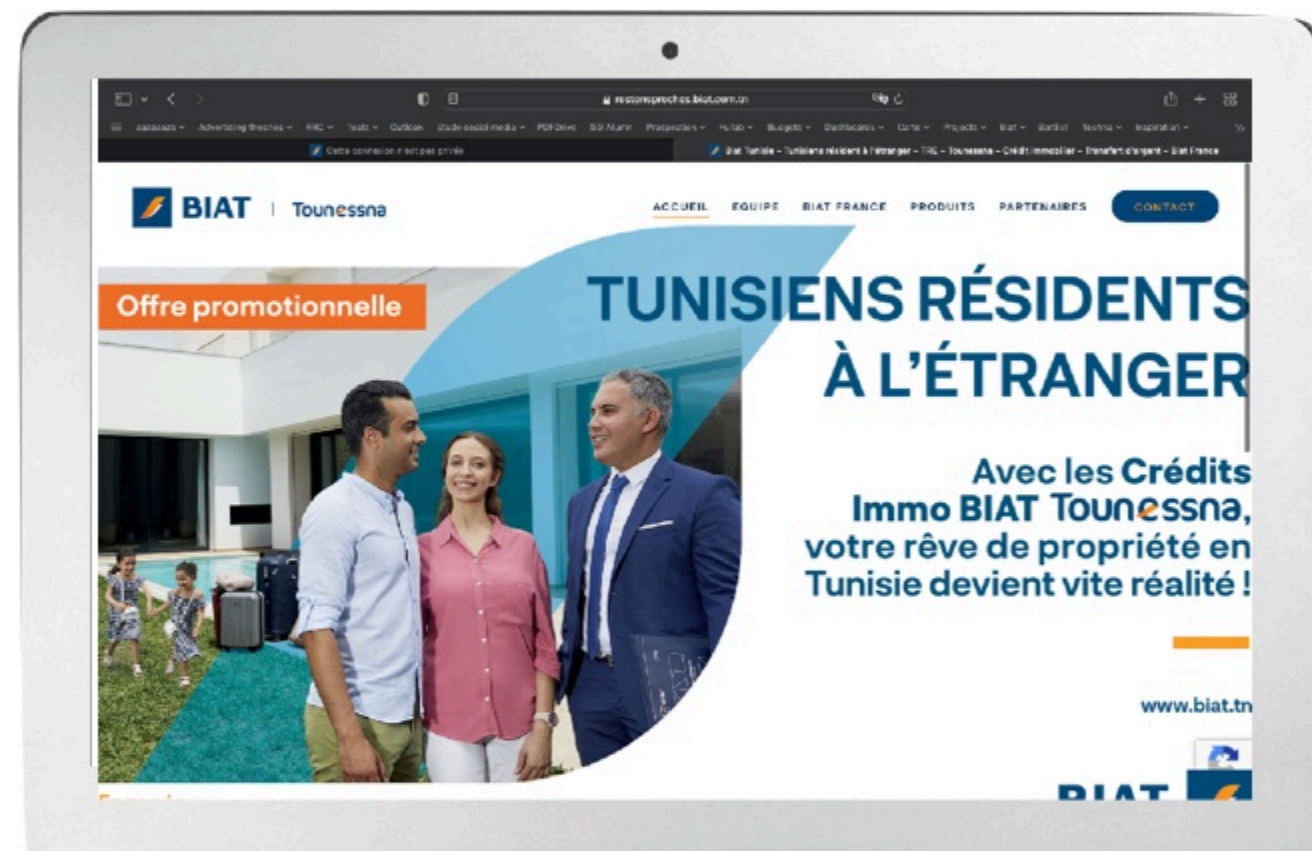
ENTREPRENEURS OF TUNISIA, l'observatoire de l'écosystème entrepreneurial tunisien.
www.eot.tn

www.fondationbiat.org.tn

Providing advisory and support services for program creation, branding, communication, and outreach



We Enhance *Performances*



Advising on the strategy for lead acquisition to strengthen BIAT's commercial capabilities and the acquisition of new TRE clients and new savers across various segments. Implementation of web platforms and digital marketing strategies. Migration strategy for users from Biat Net to the new internet banking application Mybiat.



RRC - Portfolio



We Design *Creative Campaign*



Rebranding Carte Assurance 2022



Carte - TVC Carte Rebraning



Rebranding UBCI 2022



UBCI - TVC Rebranding



UBCI Pay 2022

Download on the Google Play

Download on the App Store

Available on the AppGallery

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mobile

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UBCI Pay 2022



UBCI - TVC UBCI Pay



UBCI - TVC UBCI Pay



TVC TIA 2022



TIA - TVC



Prints

HIMAYATY

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L'ASSURANCE DES PROFESSIONNELLS DU SECTEUR MEDICAL ET PARAMEDICAL

Professionnels de la santé, Découvrez l'offre MIHNATY de CARTE ASSURANCES qui garantit votre Responsabilité Civile et vous accompagne dans l'exercice de vos fonctions, aux meilleurs tarifs et conditions du marché



www.carte.tn On vous l'assure.

KARHABTY

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ROULEZ ... ON S'OCCUPE DU RESTE.

Afin de vous déplacer en toute sérénité, CARTE ASSURANCES a conçu pour vous des offres spécifiques. Découvrez l'assurance automobile adaptée à vos souhaits et à votre budget. Trois Formules simples et modulables pour accéder à de nombreux services et garanties afin de personnaliser votre contrat. Plus de détails sur notre site internet.



www.carte.tn On vous l'assure.

KENBO S2

ET TOUT DEVIENT POSSIBLE



GARANTIE 4 ANS 100000KM

Réalisez vos rêves

Disponibles dans sa version la plus complète et la plus compétitive de son segment, la KENBO S2 est un modèle qui regroupe les qualités de 3 modèles : la maniabilité d'une citadine, l'habitabilité d'un monospace et les aptitudes au franchissement d'un 4x4.

www.baic.com.tn     71428 392



FÊTE DE LA MUSIQUE

21 JUIN 2019

LA KASBAH DU KEF À 21H

مع النجم حسان الدوس

La Fondation BIAT organise la Fête de la Musique avec le spectacle époustouffant de HASEN DOSS et les groupes lauréats du concours révélateur de talents « Faites de la musique ! » : TRILOGY PROJECT et YUTNA.

    www.fondationbiat.org.tn



Prints



**FONDATION
BIAT**
POUR LA JEUNESSE



spark

Enlighten your mind



Si vous avez entre 15 et 25 ans et si vous êtes créatif et entreprenant, alors rejoignez SPARK, le programme de la Fondation BIAT qui révèle en vous l'entrepreneur de demain.






WWW.FONDATIONBIAT.ORG.IN



PEN

STARTUP TUNISIA

Entrepreneurship and social innovation program for students.



COMMITMENT

EXCELLENCE

OPENNESS



COLUMBIA | ENGINEERING

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AFRICINVEST

TUNISIAN MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

US STATE DEPARTMENT

FONDATION BIAT

POUR LA JEUNESSE

COLUMBIA GLOBAL CENTERS | AMMAN

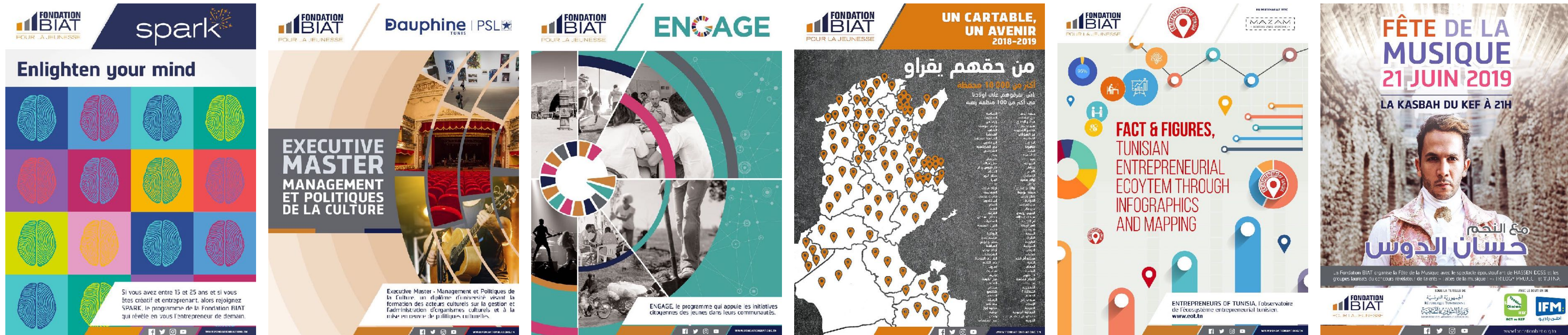
COLUMBIA GLOBAL CENTERS | TUNIS

GOMYCODE

www.fondationbiat.org.tn

[illegible]

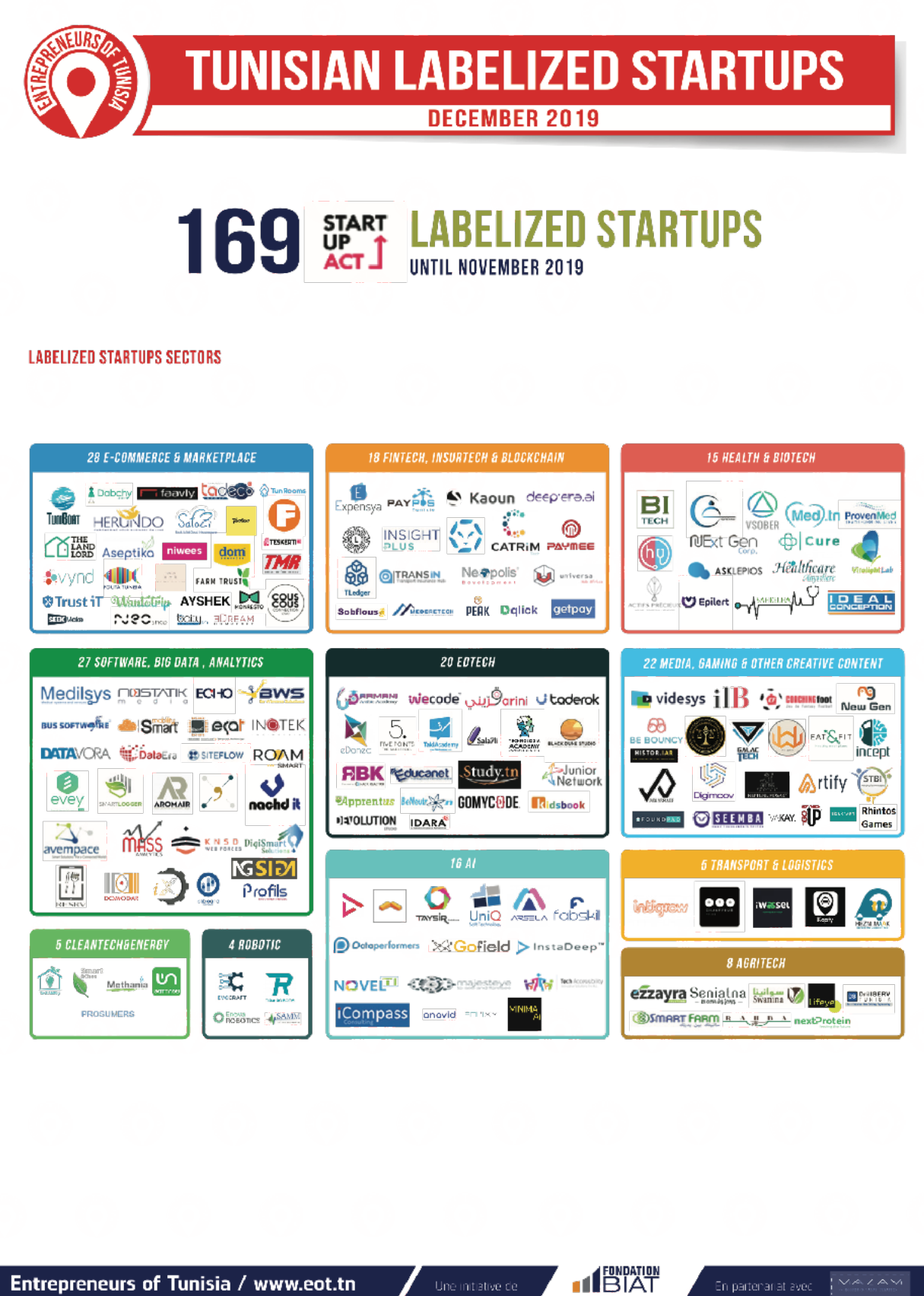
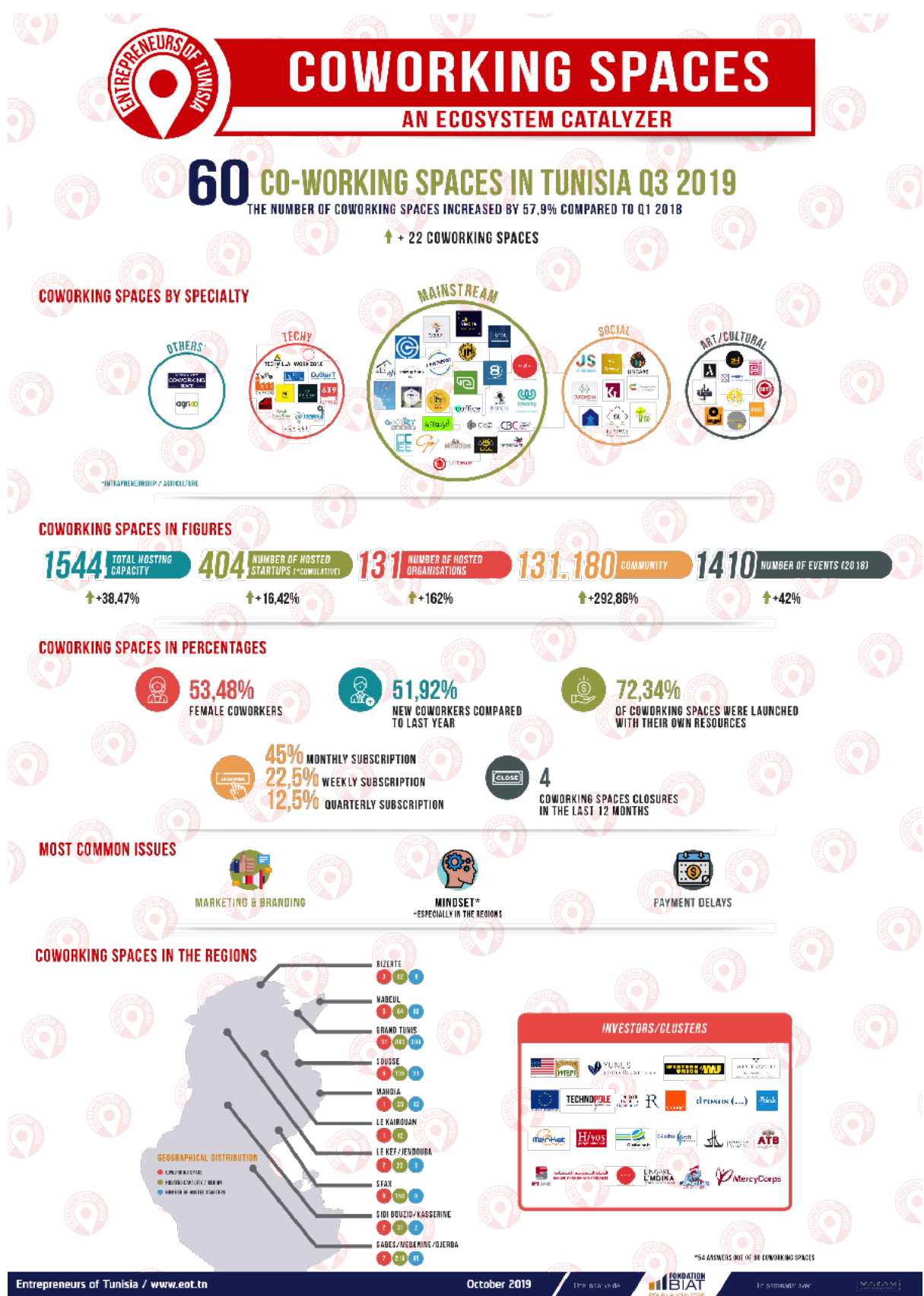
Fondation Biat



Support in the branding strategy of the BIAT Foundation, creation of the visual identity and the entire graphic charter based on a brand architecture focused on areas of intervention (Education, Culture, and Entrepreneurship). Creation of the graphic signature



Content - Infographie



TVC

The logo for 'ENoGAGE' features the word in a teal, sans-serif font. The letter 'O' is replaced by a circular icon composed of many small, multi-colored segments, resembling a globe or a mosaic.

Fondation BIAT - TVC Engage



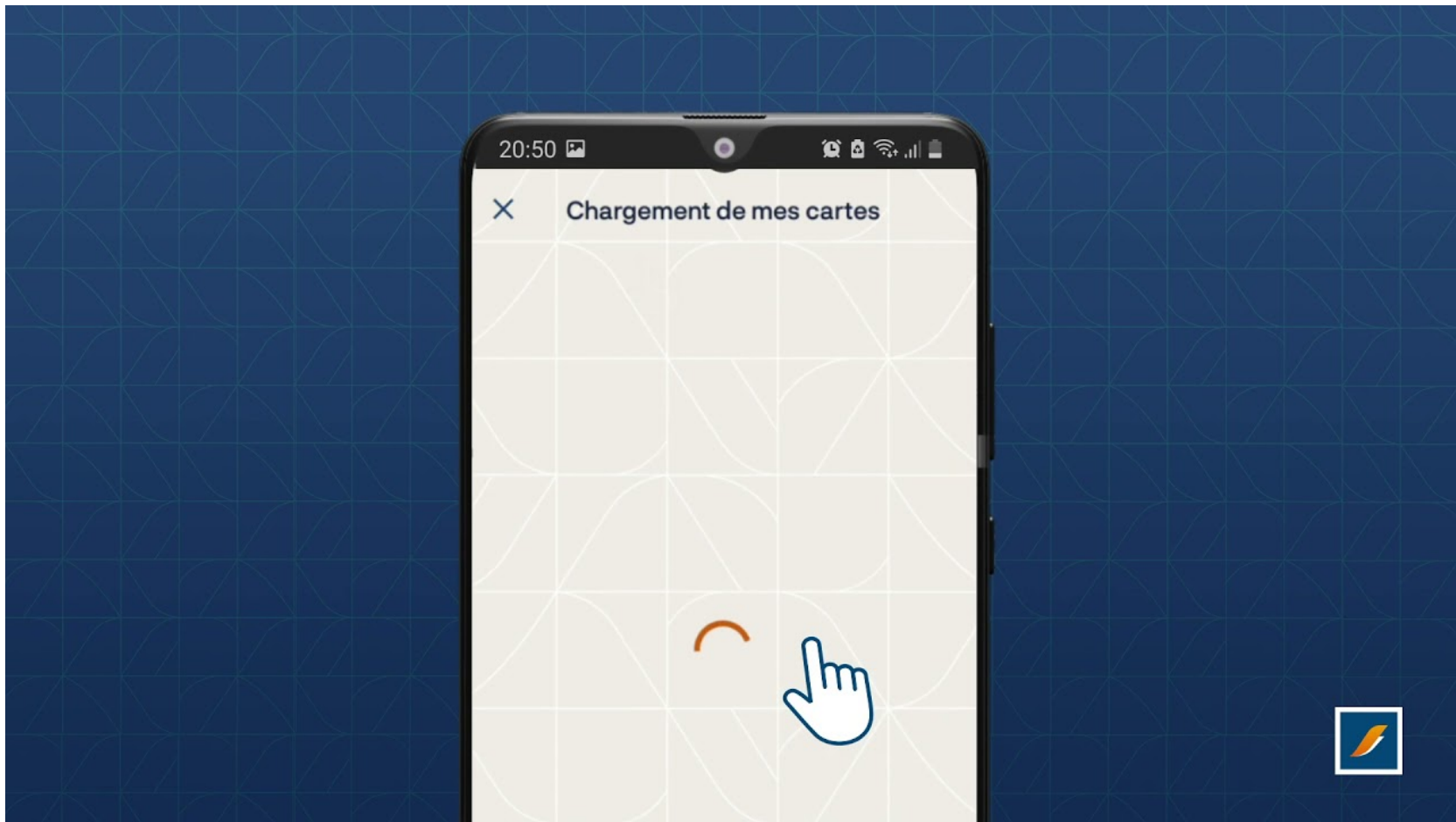
Fondation BIAT - TVC Bloommasters



Motion Design



Motion Design Video : Biat



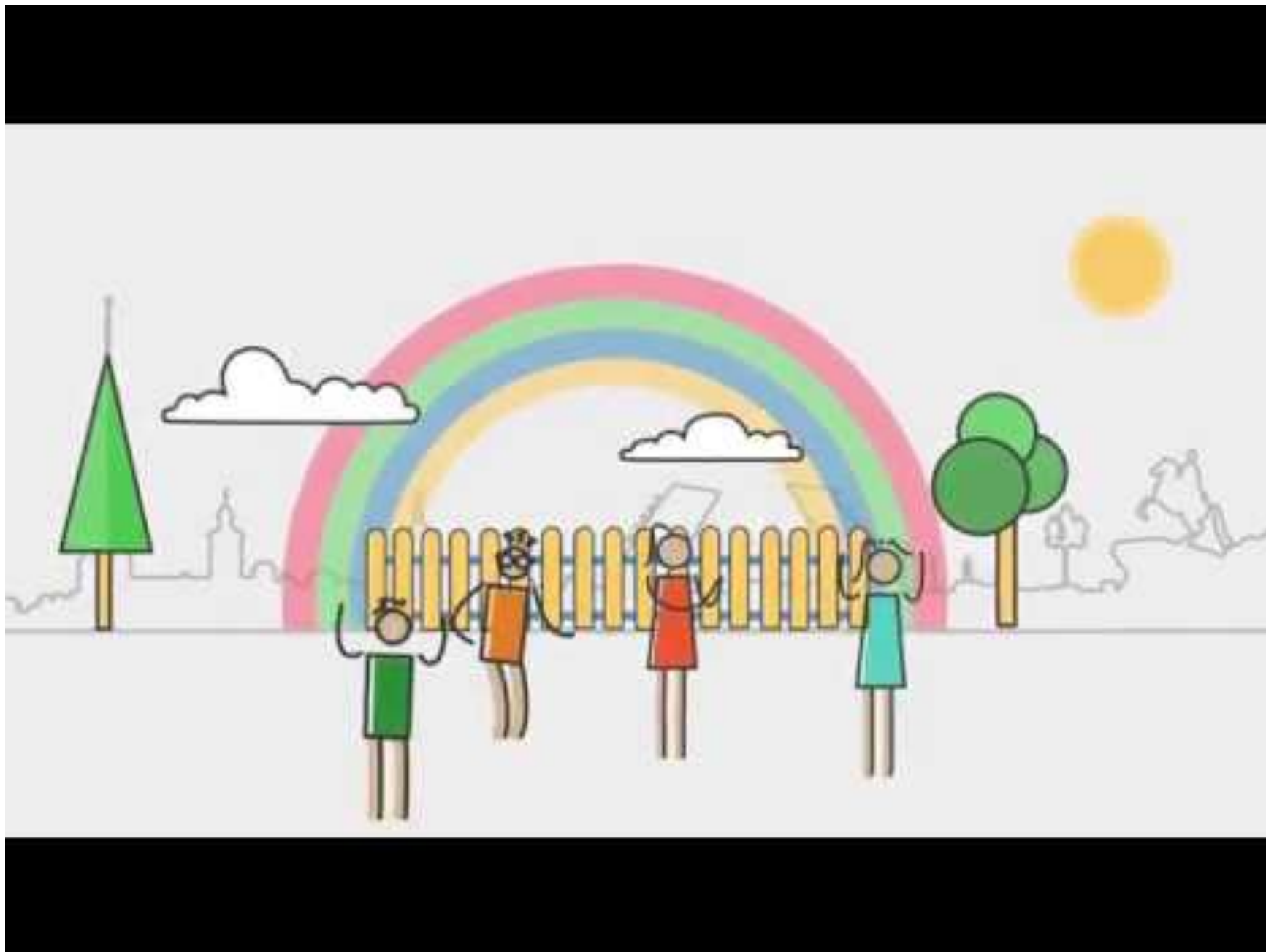
Motion Design Video : Biat



Motion Design Video : Biat



Motion Design



Motion Design Video : Fondation BIAT



Motion Design Video : UBCI



3D Motion Design



Motion Design 3D Video : Promocote



Motion Design



Motion Design Video : GIZ A-Reset



Motion Design Video : A-Reset



Event retrospective videos



Fondation BIAT - Bloommasters



Fondation BIAT - Bloommasters



Fondation BIAT - Bloommasters



Event retrospective videos



GIZ-Forsight



GIZ-Ux Design



Event retrospective videos



GIZ Go Rise



GIZ Soft Landing



Event retrospective videos



GIZ Coworkup



Podcast : Khedma Ndhifa



We Design *Logos & Brand identities*



Brand Identity and Graphic Guidelines

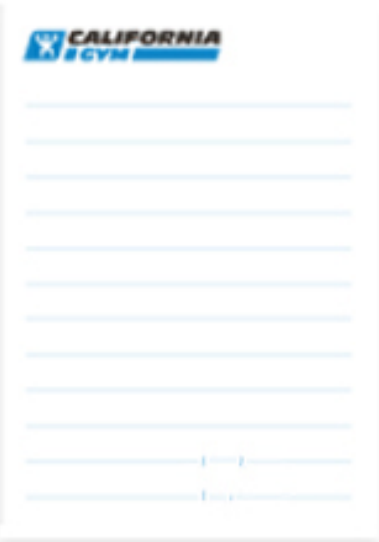


California GYM Rebranding



PANTONE Process Blue
C100% M30% J0% N0%
R0 V139 B208
#3366CC

PANTONE Black
C70% M65% J65% N65%
R48 V45 B42
#333333



Fondation Biat Rebranding



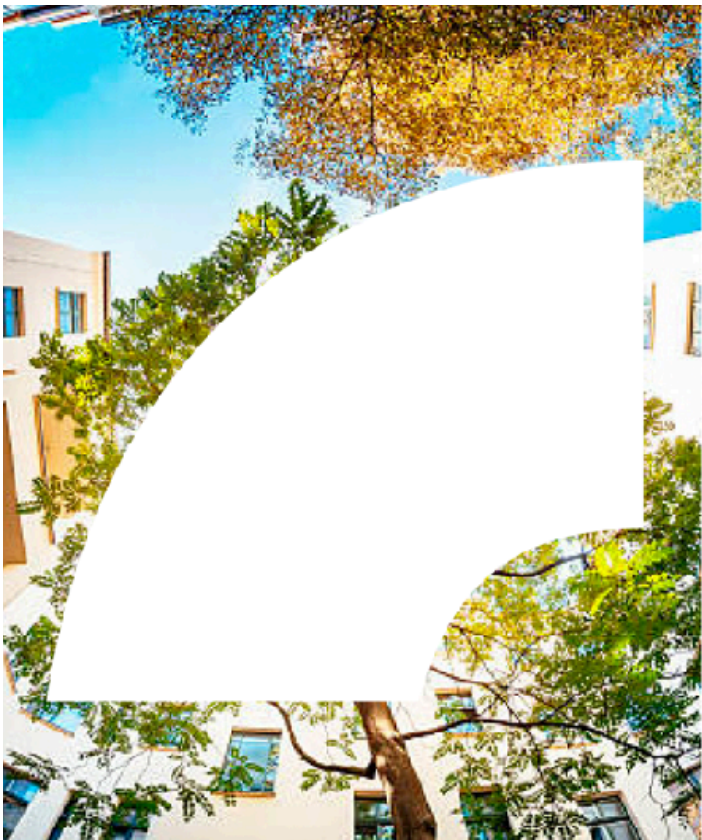
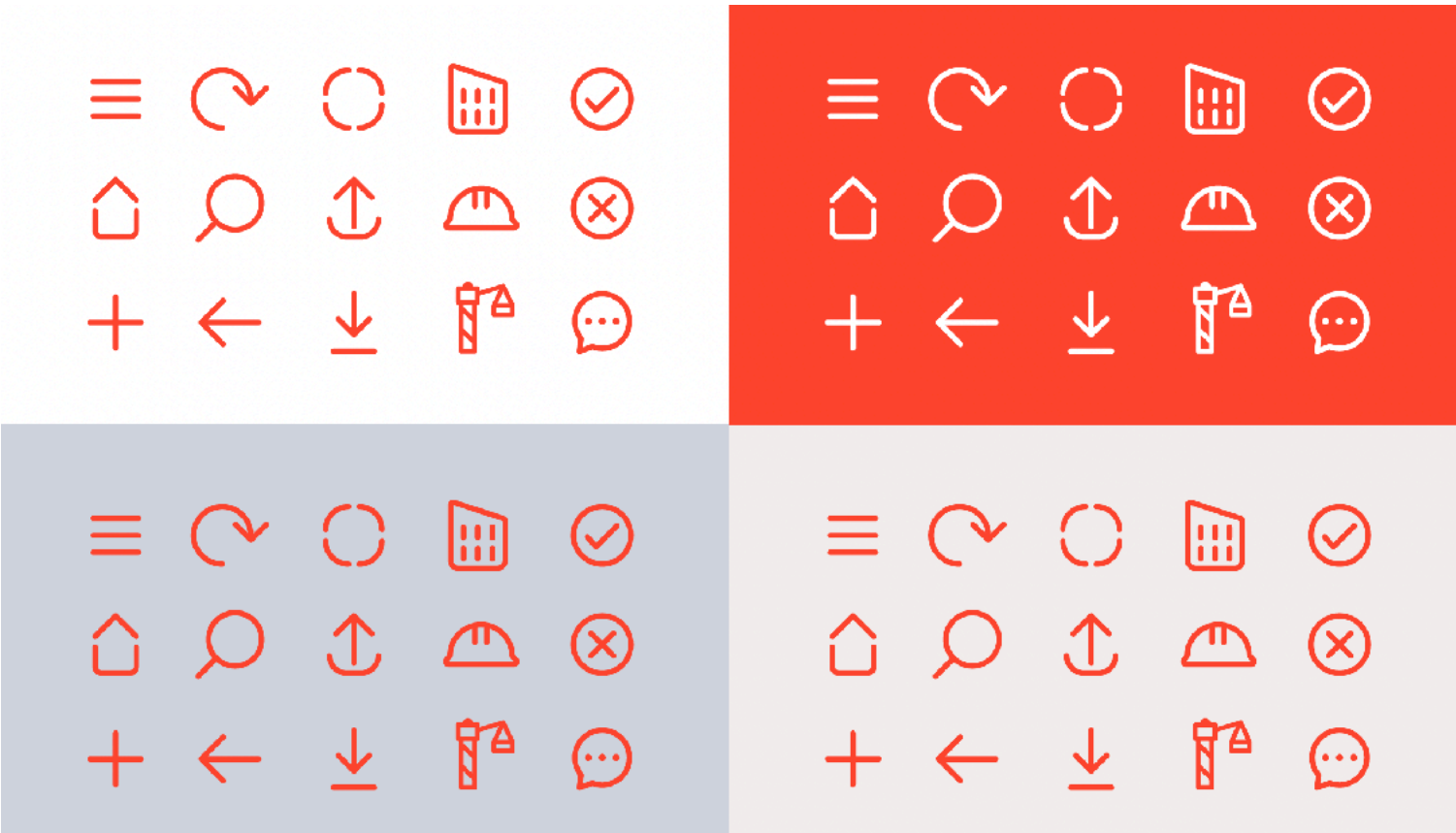
-  PANTONE 1385C
C10 M60 Y100 N0
R216 V121 B0
-  PANTONE COOL GRAY 10C
C10 M0 Y0 N72
R98 V103 B105
-  PANTONE 2756C
C100 M68 Y0 N70
R0 V31 B70



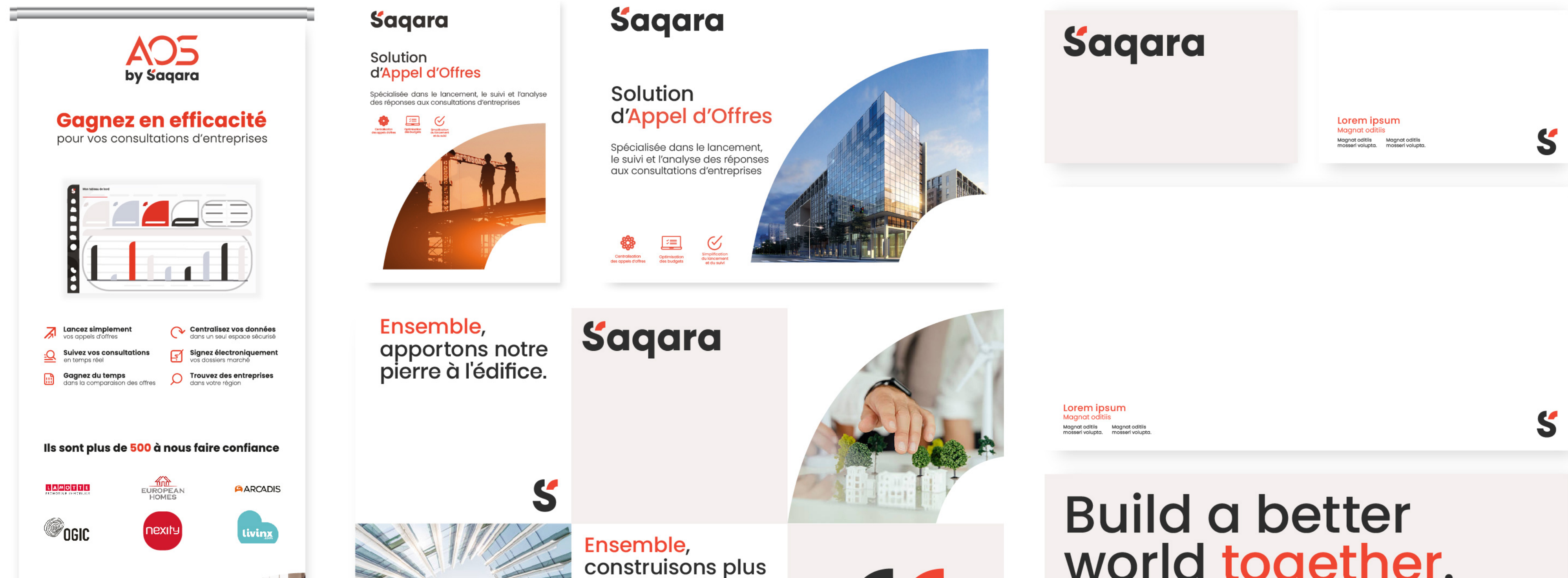
Identité Visuelle et Charte graphique Saqara



	Rouge corail RVB R240/V70/B50 #F04632		Rouge corail CMJN C0/M83/Y80/N0		Rouge corail PANTONE 1795 C
	Noir RVB R45/V45/B45 #2D2D2D		Noir CMJN C30/M30/Y30/N100		Noir PANTONE PROCESS BLACK
	Blanc RVB R255/V255/B255 #FFFFFF		Blanc CMJN C0/M0/Y0/N0		Blanc PANTONE P 1-1 U
	Gris moyen RVB R208/V213/B222 #D0D0D0		Gris moyen CMJN C10/M5/Y0/N15		Gris moyen PANTONE 536 C
	Gris léger RVB R244/V239/B236 #F4FEE2		Gris léger CMJN C2/M2/Y4/N4		Gris léger PANTONE COOL GRAY 1 C



Saqara Rebranding



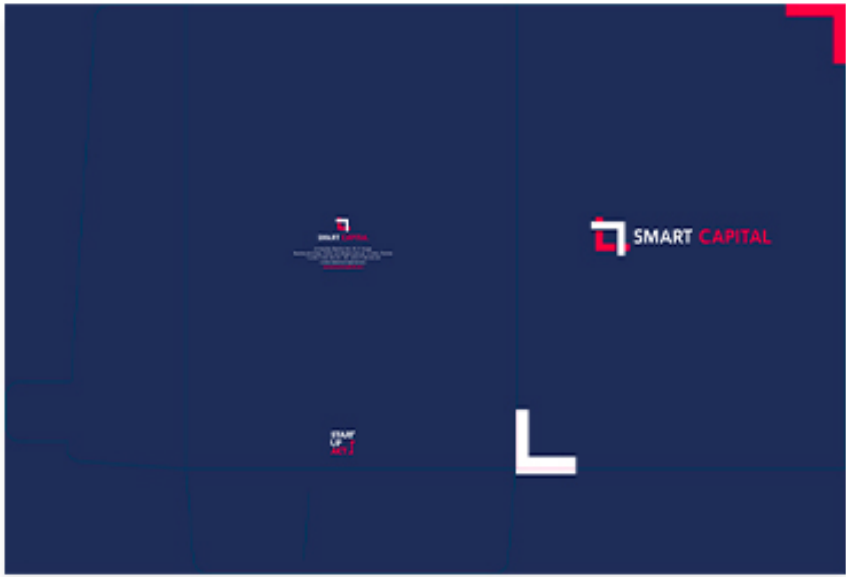
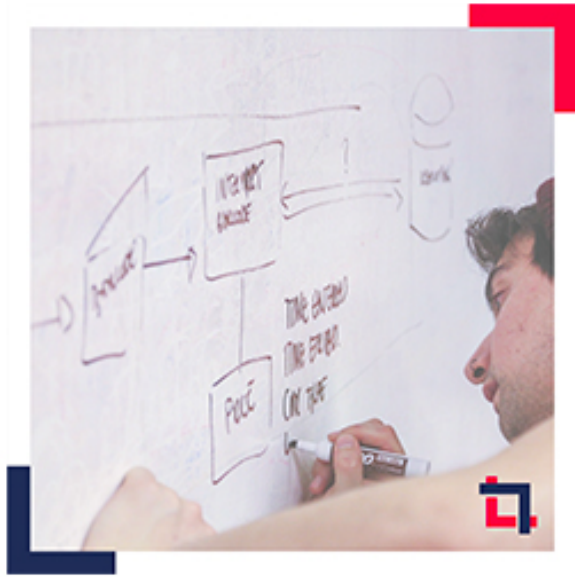
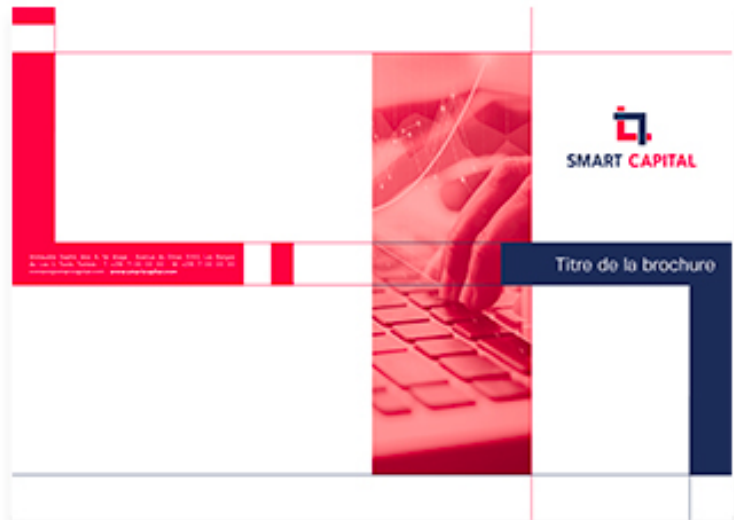
Supporting the French startup AOS in its rebranding, graphic research, creation of visual identity, stationery, digital guidelines, commercial materials, social media guidelines,



Capital Branding



	PANTONE 2758C C100 M90 J36 N28 R33 V44 B86		PANTONE 192C CO M98 J60 NO R229 V17 B71		CO M0 J0 N85 R74 V74 B74		CO M0 J0 N40 R178 V178 B178
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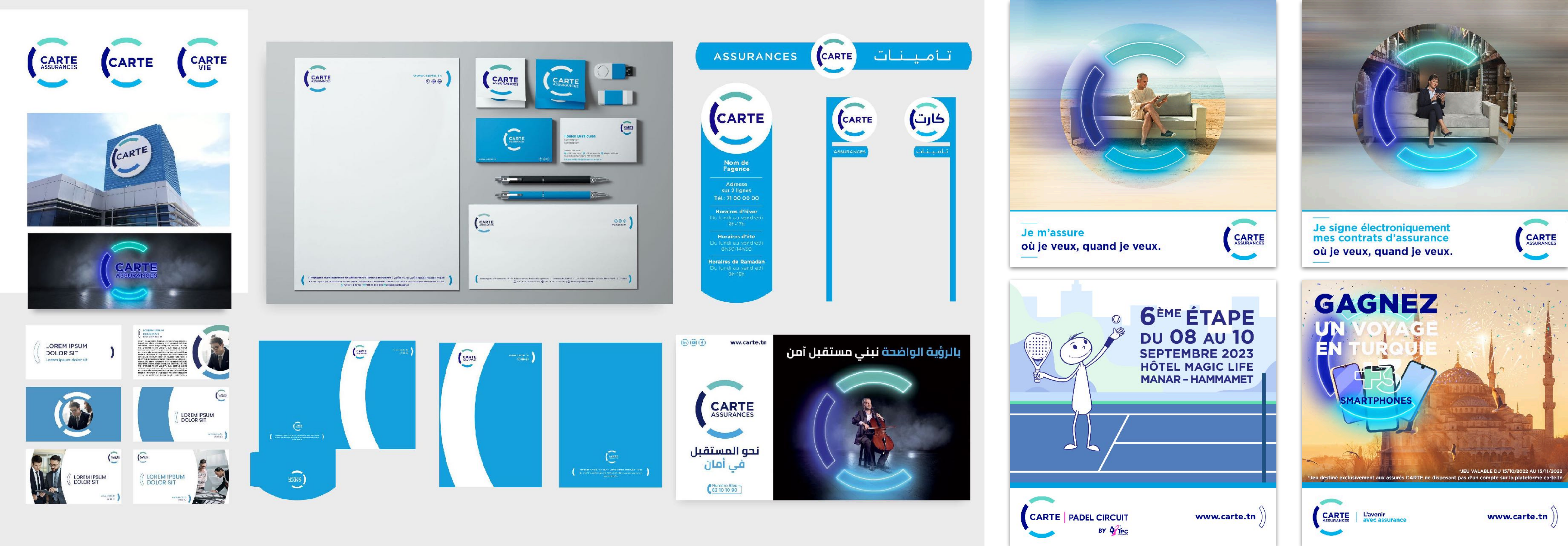
UBCI Rebranding



UBCI Rebranding. Complete overhaul of the branding and the graphic guidelines starting from the creation of the new logo, stationery guidelines, print materials, payment mediums, external and internal signage, advertising guidelines, digital guidelines, ATM animations, mobile app, and the website. The full deployment of the new charter was carried out within a span of 3 months.



Carte Insurance Rebranding



Rebranding of Carte Insurances and Carte Vie. Complete overhaul of the graphic guidelines starting from the creation of the new logo, stationery guidelines, print materials, external and internal signage, advertising guidelines, digital guidelines, mobile app and the website. The full deployment of the new charter was carried out within a span of 3 months



World Bank's TERI Program Branding

Logotype: Espace de protection et taille minimale



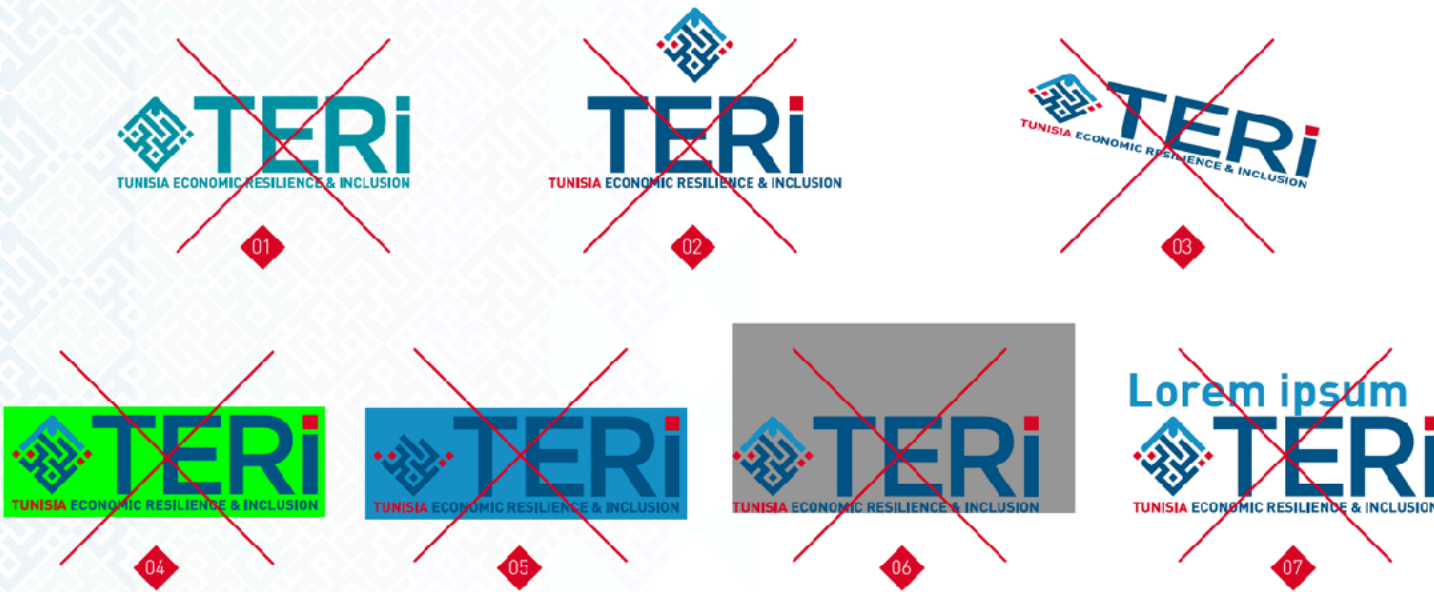
La zone de protection
La mesure de base X correspond au carré rouge qui compose l'arabesque.
La zone de protection du logotype est créée selon le schéma ci-dessus.
Cet espace permet au logo de respirer, aucun élément graphique ne doit entrer dans cette zone.

Logotype: Construction



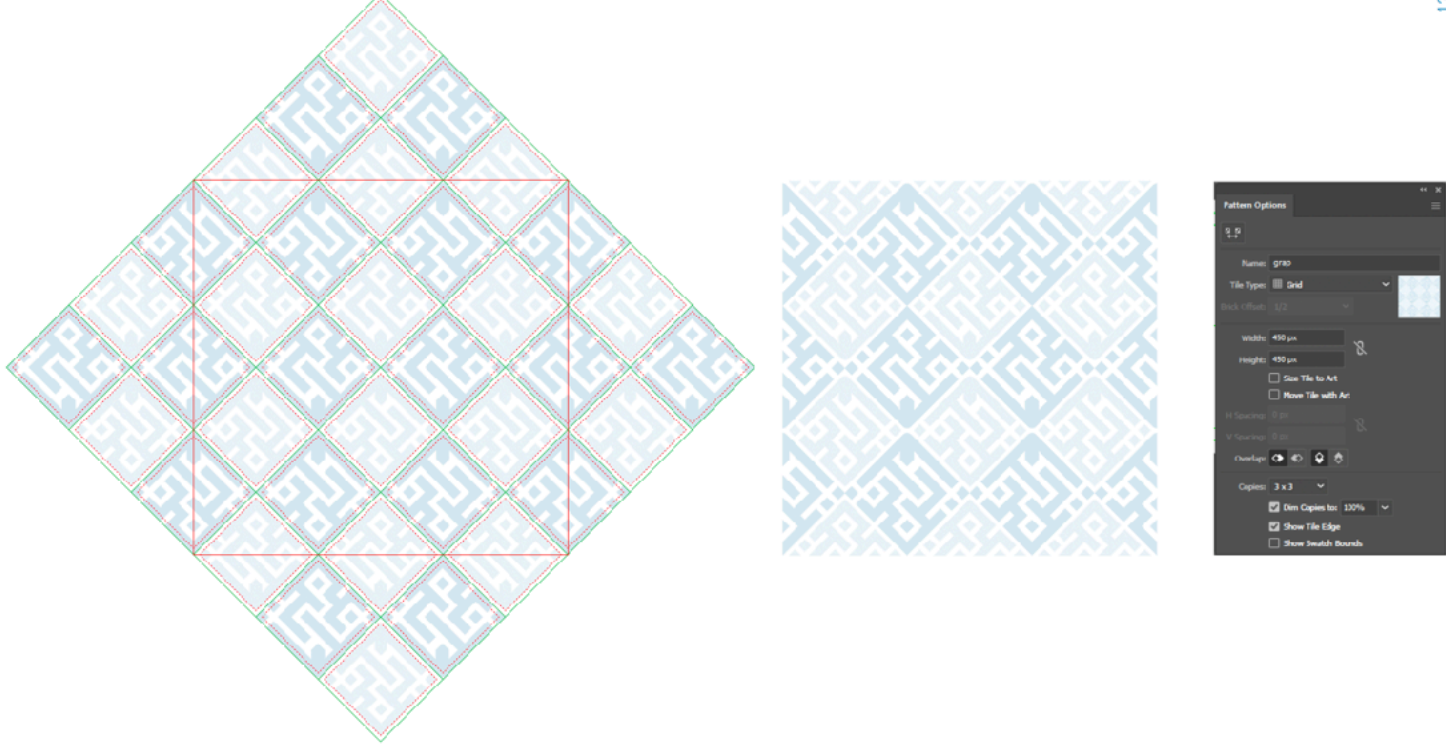
Construction
Le logotype est un élément identifiant essentiel pour la marque.
Il est composé de différents éléments :
- Emblème Arabesque forme carré incliné à 45 degrés
- L'acronyme TERi
- Une Baseline (Tunisia economic resilience & inclusion)
Ces éléments peuvent être séparés [Emblème ou Emblème avec l'acronyme TERi ou Emblème + TERi + Baseline]
Sa construction est définie par la valeur de référence X, équivalente au point de l'arabesque.

Les interdits



Il n'est pas autorisé de :
1-changer les couleurs ;
2-modifier la construction ;
3-incliner ou déformer ;
4-bloquer le logotype dans une forme ;
5-utiliser le logotype sur un fond coloré proche de sa couleur ;
6-utiliser le logotype au trait ;
7-mordre dans la zone de protection ;

Pattern



Logotype Piliers



Construction
Les mêmes principes de construction s'appliquent à la construction des icônes des logo piliers.
Chaque logotype pilier est composé de :
- Une icône qui reprend la partie externe de l'icône TERi et un dessin propre dans la partie intérieure
- Le nom du pilier

Les couleurs

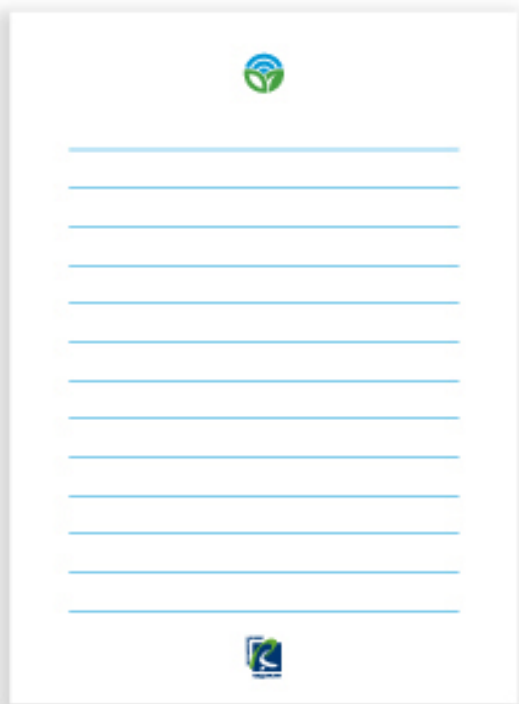


Agrotech



■ HEX #449C40 RGB 68, 156, 64 HSL 117, 59%, 43%

■ HEX #0094D2 RGB 0, 148, 210 HSL 198, 100%, 41%



Biotech



HEX #BF171A RGB 191, 23, 26 HSL 359, 88%, 42%

HEX #005EA6 RGB 0, 94, 166 HSL 206, 100%, 33%

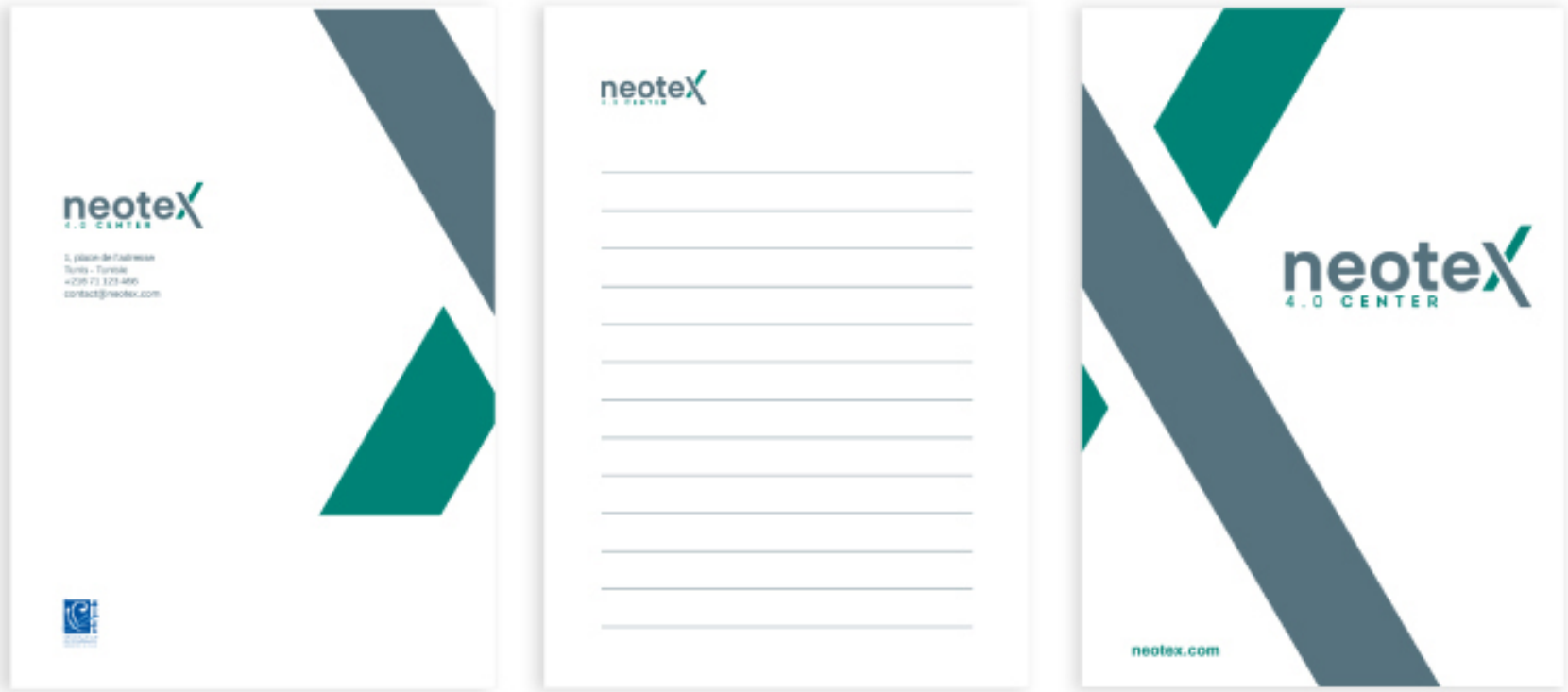


Neotex



■ HEX #5C7680 RGB 92, 118, 128 HSL 197, 28%, 43%

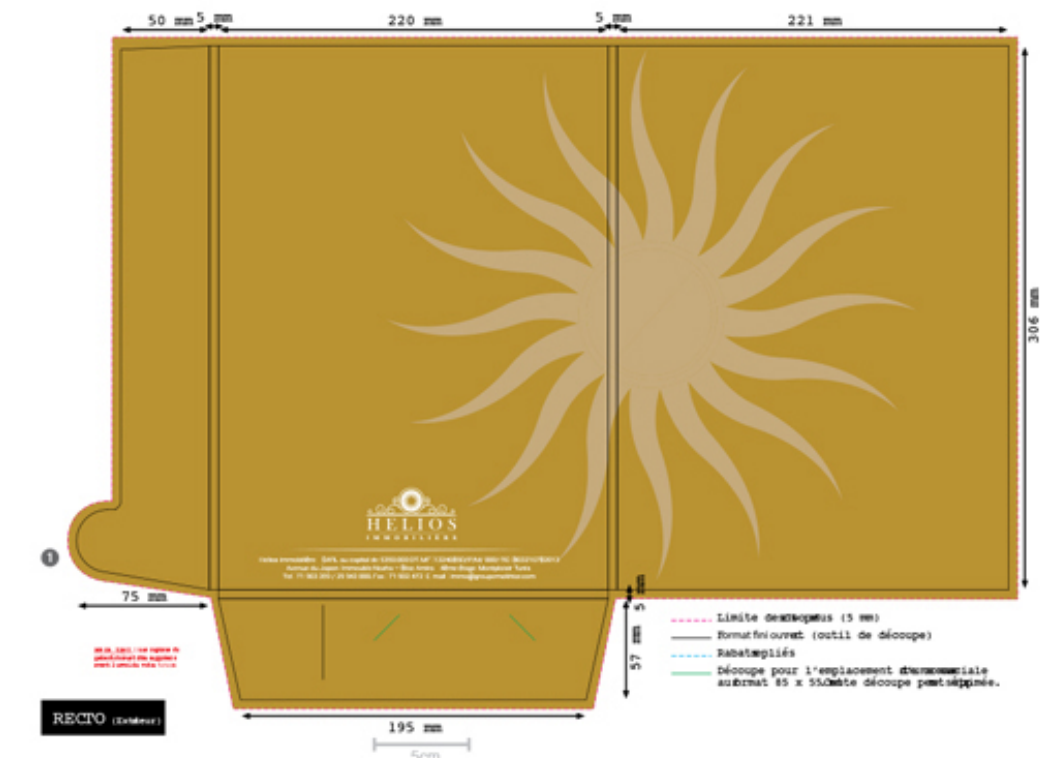
■ HEX #008375 RGB 0, 131, 117 HSL 174, 100%, 26%



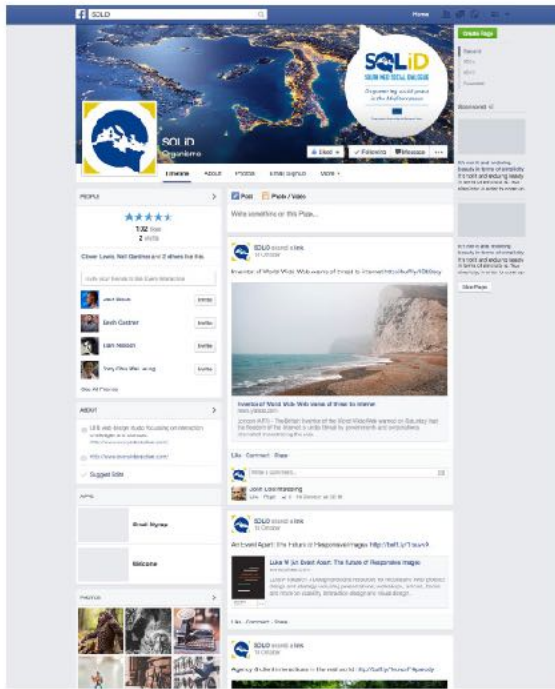
Helios Branding



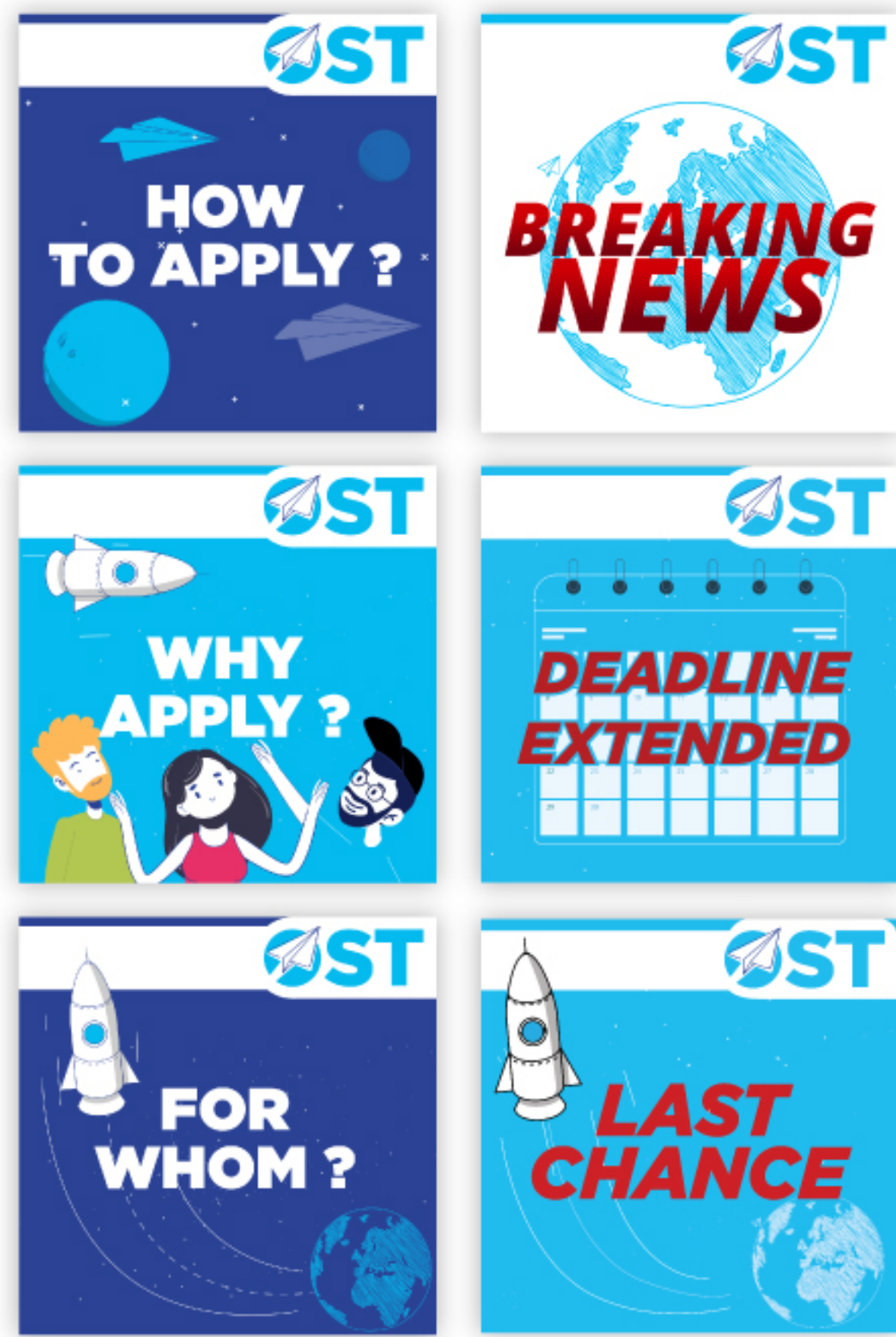
PANTONE 10122C
C22% M36% Y94% K10%
R169 V128 B31
#C19722



Solid & Business Med Brand identity and guidelines



OST



« Nastati3 » Branding

نسناطيع
N A S T A T I I

Pantone 2226 C
C 77% M 14% J 0% N 13%
R 51 V 191 B 222
#33bfde

Pantone 2222 C
C 81% M 6% J 0% N 38%
R 30 V 148 B 158
#1e949e

Pantone 7545 C
C 31% M 2% J 0% N 58%
R 74 V 105 B 107
#4a696b

Pantone 2412 C
C 71% M 0% J 34% N 18%
R 61 V 209 B 137
#3dd189

Pantone 2030 C
C 0% M 46% J 42% N 16%
R 215 V 116 B 125
#d7747d

Pantone 7648 C
C 0% M 81% J 34% N 38%
R 158 V 30 B 105
#9e1e69

Pantone 156 C
C 0% M 30% J 50% N 6%
R 239 V 168 B 120
#efa878

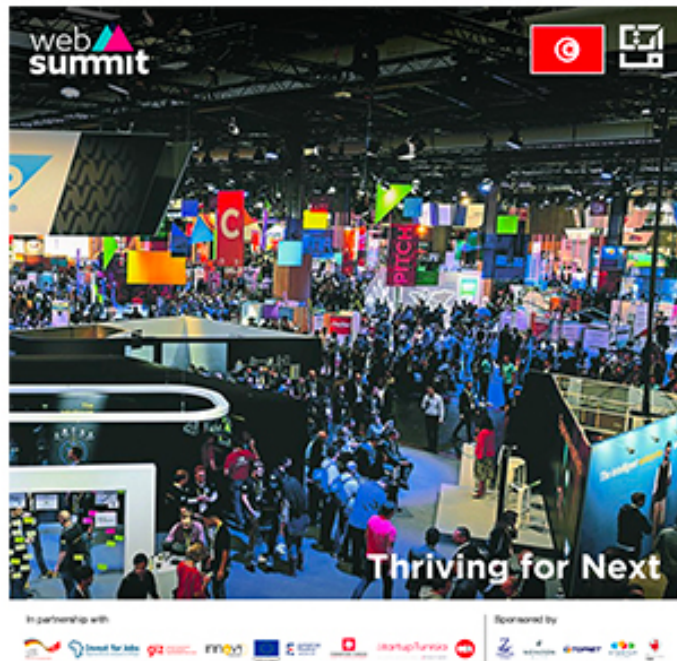
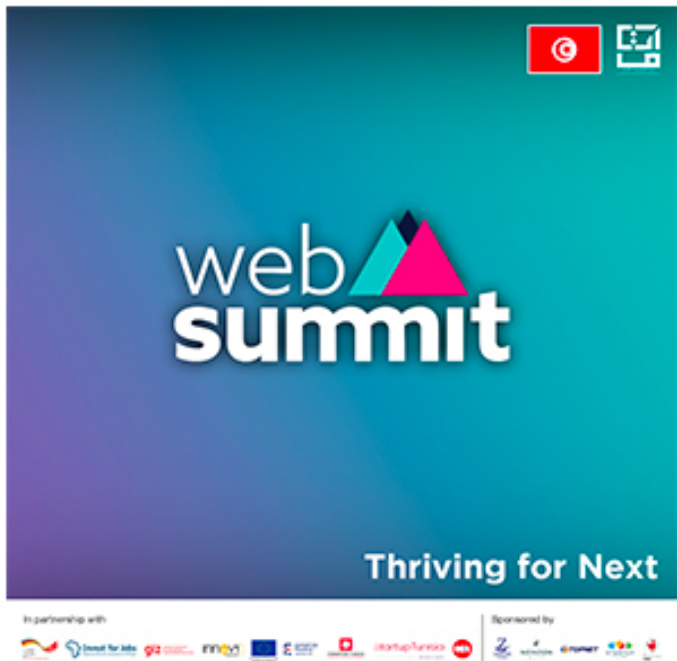
نسناطيع
N A S T A T I I

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Tunisia Graphic Toolbox in international tech Conferences





Thank you

RRC WORLDWIDE

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www.rrcworld.com