

Aymen Jalleb

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PROFESSIONAL SUMMARY

Motivated and certified digital marketer with a strong foundation in social media marketing, content strategy, campaign management, and performance analysis. Meta Certified Digital Marketing Associate with hands-on project experience managing a \$4,000 paid social campaign generating a 126% ROI and ROAS of 14.98. Background in career branding strategy provides a unique edge in positioning, messaging, and audience psychology. Eager to contribute to a dynamic marketing team in Europe with strategic thinking, creativity, and data-driven execution.

EXPERIENCE

Digital Marketing Strategist & Career Branding Specialist | Self-Employed

March 2022 – Present · Remote — Tunisia & International

- Planned and executed content marketing strategies for personal brands and businesses, combining audience research, content creation, and performance tracking
- Created and optimized LinkedIn marketing campaigns for 30+ clients, applying SEO best practices and ATS keyword strategies to increase profile visibility
- Developed brand messaging frameworks, value propositions, and positioning strategies tailored to target audiences across European and MENA markets
- Monitored campaign performance metrics (impressions, CTR, engagement rate) and adjusted strategies to continuously improve results for many local small businesses.
- Managed multi-client projects simultaneously in a remote, autonomous environment, delivering high-quality work on tight deadlines

Virtual Assistant & Marketing Support | Amara Cleaning LTD

June 2023 – July 2024 · United Kingdom (Remote)

- Supported content planning and social media scheduling, ensuring consistent brand communication across digital platforms
- Managed CRM database, tracked leads, and coordinated customer follow-ups — contributing to a more efficient sales pipeline
- Handled administrative coordination, scheduling, and client communications in a fully remote cross-cultural setting

CAPSTONE PROJECT — META CERTIFICATION

Campaign Strategy & Performance Analysis | Calla & Ivy — Meta Social Media Marketing Capstone

Q4 2024 · Facebook & Instagram

- Designed and managed a full-funnel paid social campaign with defined SMART objectives, audience targeting, and budget allocation
- Executed rigorous A/B test — Free Shipping variant outperformed 10% Discount by 24x in link clicks (38,780 vs. ~1,600)
- Delivered ROAS of 14.98, ROI of 126%, and CPC of \$0.05 — significantly below industry benchmarks
- Produced comprehensive Q4 performance report with strategic Q1 recommendations aligned to business growth objectives

SKILLS

Digital Marketing: Content Strategy · Campaign Management · Social Media Marketing · SEO/ATS Optimization · Email Marketing

Analytics: KPI Tracking · A/B Testing · ROAS Optimization · Google Analytics · Performance Reporting

Tools: Meta Ads Manager · Canva · Google Workspace · Meta Business Suite · CRM Tools · Notion ·

Marketing Skills: Audience Targeting · Brand Positioning · Copywriting · Market Research · Lead Generation

CERTIFICATIONS

Meta Certified Digital Marketing Associate (2025) · Meta Social Media Marketing Professional Certificate

Google Digital Marketing & E-Commerce Certificate · Microsoft AI Fundamentals

Six Sigma Yellow Belt · Scrum Fundamentals · Mini PMP · Negotiation Associate

EDUCATION

High School Diploma : Economics and Management

El menchia Secondary School . Kebili , Tunisia

LANGUAGES

Arabic · French · English