



KARIM ABDELHADI

Social Media Manager & Designer

CONTACT

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- Nador, Morocco – (Remote Available)

CORE SKILLS

- Social Media Strategy & Campaign Planning
- Content Calendar Creation & Scheduling
- Community Engagement & Growth
- Social Media Design (Photoshop, Illustrator, Canva)
- Paid Advertising (Meta Ads Manager, Google Ads)
- Analytics & Performance Reporting
- Team & Project Management
- Client Communication & Brand Development

TOOLS & PLATFORMS

Design & Content Creation

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva

Scheduling & Social Media Management

- Meta Business Suite
- Later
- Buffer...

Advertising & Analytics

- Meta Ads Manager
- Google AdWords
- Google Analytics

Web & E-commerce Platforms

- WordPress
- Shopify
- Squarespace

Project & Task Management

- Trello
- ClickUp
- Asana

LANGUAGE

- English ██████████
- Arabic ██████████
- French ██████████



PROFESSIONAL SUMMARY

I help brands use social media to grow by creating strategies that get attention, spark engagement, and turn followers into customers. My focus is on mixing creative content with smart planning so every post and Campaign drives real results; whether that's boosting sales, keeping customers coming back, or strengthening the brand.

I don't just run social media accounts, I make sure the work supports the company's bigger goals.



EDUCATION

- Digital Marketing Certificate at Google (2020)
- Bachelor's Degree in Electronics & Industrial IT at FPN Nador, 2018 – 2019
- Specialized Diploma in IT Development at ISTA Nador, 2016 – 2018



EXPERIENCE

2023 – 2025

Larison Media – Kokomo, USA

Social Media Manager

- Developed and executed tailored social media strategies for multiple client accounts.
- Designed high-performing content that aligned with each client's brand voice.
- Increased average engagement rate by 32%.
- Coordinated directly with US-based clients and marketing teams, ensuring smooth communication and timely deliverables.

2020 – 2025

Media Techly LTD – London, UK

Digital Marketing Agency Manager

- Managed a small creative team delivering social media strategies, content calendars, and ad campaigns for multiple clients.
- Helped businesses build strong online presence, resulting in consistent follower growth and increased sales.
- Led client communication, project planning, and performance reporting.

2020 – 2025

Runner's Blueprint Blog

Social Media Strategist

- Planned and executed engaging content strategy targeting running enthusiasts.
- Designed visual content, memes, and social campaigns to boost page likes and community growth.
- Monitored analytics and optimized campaigns for improved performance.

2020 – 2025

Freelancer

Brand Identity & Social Media Designer

- Worked with clients across Hospitality, Real Estate, Education, and Technology sectors.
- Delivered brand identity design and social media management services that increased brand recognition and online engagement.