



Asma Arfaoui

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About me:

Coming from a background in management and communication, I would like to professionally evolve in an international environment, in which I will be able to apply my operational, analytical and creative skill-sets.

WORK EXPERIENCE

09/2021 – 12/2021 – Paris, France
WAITER/WAITRESS – FROGPUBS

Customer service, effective communication, problem solving
Training new team members

05/2020 – 09/2020 – Paris, France
EDITORIAL ASSISTANT – SDC CONSEIL ET EDITION

Supervised the editorial content of the SNCF blogs : quality and tone of voice, optimization of user experience, mapping out of content topics and a strategy that supports innovation.
Produced innovative storytelling formats : interactive stories and data visualizations.
Tender submissions

05/2019 – 08/2019 – Tunis, Tunisia
MARKET RESEARCH ANALYST – EMRHOD CONSULTING

Conducted qualitative research (focus groups, interviews, content analysis) for : the Amercian University of Beirut (KIP Index project), Tunisian political party (Aïch Tounsi), UNDP Tunisia.

09/2018 – 02/2019 – Amsterdam, Netherlands
MARKETING AND SALES INTERN – MAKERS UNITE

Makers Unite is a textile based creative agency that works for the integration of newcomers in the Netherlands
Support of the B2B growth strategy
Sales project management
Linguistic mediation between newcomers and managers

EDUCATION AND TRAINING

09/2019 – 12/2020 – Paris, France
MA (MASTER 2) COMMUNICATION AND MEDIA MANAGEMENT – Sorbonne Université

09/2017 – 07/2018 – Paris, France
MSC. (MASTER 1) INNOVATION MANAGEMENT – Paris-Dauphine University

02/2017 – 07/2017 – Amsterdam, Netherlands
ERASMUS + EXCHANGE SEMESTER – Vrije Universiteit Amsterdam

09/2014 – 07/2017 – Paris, France
BACHELOR SOCIAL SCIENCES – Paris-Dauphine University

04/2021 – 06/2021 Online
CERTIFICATE - SCRIPTWRITING – Goldsmiths, University of London

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH	C2	C2	C2	C2	C2
ENGLISH	C2	C2	C2	C2	C1
ITALIAN	C1	B2	B2	B2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Social Media | Adobe Creative Cloud: Acrobat DC, Lightroom, Photoshop | Microsoft Suite (Outlook, Microsoft Word, Microsoft PowerPoint, Microsoft Excel) | Web writing - Copywriting | Computer Science

Soft Skills

Organizational and planning skills | Excellent capacity to work in a multicultural and multilingual context | Good organizational, interpersonal and customer handling skills | Team leading & team work

CREATIVE WORKS

04/2021 – 08/2021

Podcast series "Histoire de masques"

A series of podcast created in collaboration with L'Observatoire des Patrimoines de Sorbonne Université

https://soundcloud.com/a_arfaoui