



ZAYNEB MASGHOUNI

BUSINESS STUDENT

Biography

I am a business student passionate about psychology and tech sales. Additionally, I have strengthened my skills in Marketing by digging my hands deeper into it and working with a startup

WORK EXPERIENCE

Marketer

Winno | Oct 2020 - present

- Prepared the marketing plan and international benchmarking
- Prepared content Strategy
- managed the online presence, Interacted with the community and kept them engaged

EDUCATIONAL HISTORY

Bachelor of science in business administration

Tunis Business School | 2019 - present

Baccalaureate economy and management

Lycée secondaire Ebn Rochd, Manzel bourguiba | 2018 - 2019

- With honors
- Rank : 171/13312

ORGANIZATIONS

AIIESEC in Tunisia (2021 - present)

Incoming Global Talent department member

- planned for partnership with AIESEC entities in other countries
- contacted future external participants
- Created volunteering opportunities related to SDG's

Club MERIT TBS (Make Everything Related to IT) TBS (2019 – Present) marketer

- Prepared content for social media
- Prepared Hackathon necessities for advertisement
- organized challenges for the community

Club Act to Impact TBS (2019 – 2020)

project manager

- Organized Charity events for kids
- Organized games to collect donations for kids
- Went to a school in Zaghouene where we did multiple activities for kids

OCTA Manzel Bourguiba(2016-2018)

A twinning club between Manzel Bourguiba and Germany where I :

- Learned the German language
- Organized event for showing some German guests our Tunisian traditions
- Build a network of German friends

CERTIFICATES

Certificate of German language

- Reached A2 level

Certificate of participation in Open Startup Tunisia

- Learned everything about startups from stating the problem to getting the startup label
- Enhanced my skills in marketing like Positioning, segmentation, and branding thanks to the workshops I attended
- Learned with my team how to shape our development strategy and increase our performance as a team

CONTACT ME AT

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🌐 <https://www.linkedin.com/in/masghouni-zayneb/>

SKILLS SUMMARY

Project Management

Microsoft Office (Word, Excel, PowerPoint)

Social media marketing

Team work

LANGUAGE

📊 Arabic

📊 English

📊 French

📊 German

AWARDS RECEIVED

📌 Second place winner in 'Business Game ' beta edition organized by JCI TBS

📌 Passed the crush test of Open Startup Tunisia and made it to the Finals Winno team