

BADR LASLY

WEB & GRAPHIC DESIGNER | CONTENT & MARKETING STRATEGIS | NETWORK SPECIALIST

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PROFESSIONAL SUMMARY

Multi-talented professional with 5+ years of experience in digital design, content creation, marketing strategy, and network management. Passionate about leveraging diverse skills and expertise to design compelling user experiences, develop impactful marketing campaigns, and contribute to the growth of organizations across industries.

PROFESSIONAL EXPERIENCE

GERCOTEC | GERMANY | GRAPHIC DESIGNER & DIGITAL MARKETER (CONTRACT)

- Increased social media engagement by **25%** through strategic content creation and targeted audience engagement.
- Developed and implemented organization systems that streamlined workflow, boosted efficiency, and improved project management.

BEAUTYISTANBUL EXHIBITION | TURKEY | DATA MANAGER ASSISTANT (PART-TIME)

- Provided critical technical support and resolved network issues to ensure smooth operation and prevent downtime during the exhibition.
- Assisted with data management tasks, ensuring accuracy and efficient information processing.

DEALS MEDIA AGENCY | MOROCCO | GRAPHIC WEB DESIGNER (CONTRACT)

- Enhanced social media presence by **15%** through improved communication strategies and engaging content development.
- Designed visually appealing graphics and layouts that aligned with brand identity and marketing objectives, fostering brand recognition and customer engagement.

OCP S.A | MOROCCO | NETWORK SPECIALIST INTERN (INTERNSHIP)

- Managed software configurations and network setups for optimal system functionality and stability.
- Assisted with troubleshooting network issues and providing technical support, ensuring efficient problem resolution and minimizing downtime

EDUCATION

OFPPT | MOROCCO | COMPUTER NETWORK TECHNICIAN

2016/2018

ISTANBUL UNIVERSITY | MOROCCO | BACCALAURÉAT IN COMPUTER SCIENCE

2018/2023

LICENSES & CERTIFICATIONS

- LinkedIn Marketing and Lead Generation Bootcamp for B2B Sales | Udemy OCT 2023
- Social Media Marketing | HP LIFE OCT 2023
- Social Media Management | Meta JUL 2022
- Fundamentals of Social Media Advertising | Meta MAR 2022
- The Fundamentals of Digital Marketing | Google Digital Academy (Skillshop) MAR 2022
- Foundations of User Experience (UX) Design | Google JUL 2021
- CEH v10 Certified Ethical Hacker | UDEMY OCT 2019

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SKILLS

WEB & GRAPHIC DESIGN

- Proficient in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, xd, figma)
- Strong understanding of **UI/UX design principles**
- Working knowledge of **HTML5, CSS3, and JavaScript**
- Experience with **responsive design** and **cross-browser compatibility**
- Familiar with content management systems like **WordPress**

CONTENT & MARKETING STRATEGY

- Expertise in **SEO** and **keyword research** to optimize content for search engines and enhance organic reach
- Proven ability to develop and execute comprehensive **digital marketing campaigns** across various platforms
- Skilled in **social media management** and **marketing**, fostering audience engagement and **brand awareness**
- Competent in **copywriting and content creation**, crafting compelling messages for diverse audiences and platforms

NETWORK SPECIALIST

- Knowledge of **network security protocols** and tools to ensure network integrity and mitigate threats
- Experience with **network configuration** and **troubleshooting, diagnosing** and **resolving network issues efficiently**
- Understanding of core networking concepts: **TCP/IP, DNS, DHCP, NAT, firewalls, and VPNs**

LANGUAGE

- Fluent in **Arabic, Turkish, and English**
- Conversational **French**

PROJECTS

PRAYER MOVEMENT DETECTION APPLICATION

- Developed a user-friendly, interactive application to assist with the correct performance of Muslim prayers through movement detection

VIRTUAL EVENT MANAGEMENT PLATFORM

- Led the creation of a platform for hosting engaging virtual events with real-time analytics, facilitating seamless online interactions and providing valuable data insights

IP CAMERA SECURITY SYSTEM

- Engineered an IP camera security system for a university campus, enhancing surveillance capabilities and contributing to improved safety and security.

SOCIAL MEDIA AGENCY WEBSITE

- Designed a vibrant website for a social media agency, effectively representing their brand identity and services.

SEO AND CONTENT MARKETING CAMPAIGN

- Executed an SEO and content marketing campaign for a tech startup, boosting organic traffic by 20% and resulting in a significant increase in qualified leads and brand awareness

ADDITIONAL INFORMATION

VOLUNTEER SOCIAL MEDIA MANAGER (TEKNOFEST)

- Utilized market analysis expertise and digital tools to inform strategic decision-making for new product launches and market expansion initiatives