



Fatima Ezzahra Hamouch

Marketing and events coordinator

London, UK

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Languages

English (Fluent)

Turkish (Fluent)

French (Native)

Arabic (Native)

About

Organised and detail-oriented professional with a passion for executing exceptional events that achieve established goals. Experienced in planning, budgeting, and coordinating a wide variety of both small-scale and large-scale events. Enthusiastic about digital design and PR campaign management, with proficiency in creating marketing content using Canva, Photoshop, and InDesign, as well as campaign management. Skilled in digital marketing, including advertising on social media channels, both organic and paid ads. Possess marketing experience and a strong foundation in luxury brand management

BRANDS WORKED WITH

distribio

H&M

Shiseido UK

TheArmy&NavyClub,LONDON

Experience

Marketing Events Coordinator

TheArmy&NavyClub,LONDON | Jan 2023 - Jan 2024

Creating captivating E-shots, Newsletters, and Flyers to engage members and drive participation. Managing website updates for a seamless user experience. Organizing diverse members' events, Musical evenings, intimate gatherings, social events, and Annual club dinners. Maintaining direct communication with members, addressing inquiries and cultivating relationships. Utilizing Newsletters and the website Members' Portal to actively promote events and increase attendance.



Public Relations Coordinator's Assistant

Shiseido UK | Oct 2021 - Dec 2022



Sales associate

H&M | Feb 2022 - Jun 2022

Marketing Manager

distribio | Oct 2020 - Sep 2021

Participating in PR mailers for influencers, make-up artists and high profile figures, for all brands: SHESHEIDO, LAURA MERCIER, NARSIST, NARCISSO, DOLCE GABANA and ISSEY MIKAYE. Assisting in the organization and execution of PR and marketing events: The Narsist Powermattelisptick event by handling the guest list and supporting the team Providing customer support for the NARS pro program, responding to emails, and verifying the requirements for customer discounts. Researched, negotiated, implemented and tracked advertising and public relations activities.
Marketing Manager

Education & Training

2021 - 2022

Regent's University London

Master of Science, Brand management

2017 - 2020

ENCG - Casablanca

Master of science, Marketing and communication actions

2001 - 2015

CPGE Errazi El Jadida

Associate of Arts and science,