



Kaoutar Nazi

Social Media Manager

Social Media Manager with 4+ years of experience and a creative background built over 11 years in design, gaming, and digital content. Started my career as a Graphic Designer before moving into Social Media Management, combining visual storytelling with content strategy, community management, paid advertising, and performance analysis. Passionate about gaming and building engaging online communities.

Contact

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📍 | Québec City, QC

Education

Specialized Technician in Multimedia

Infodesign Sup-2015

English Literature Faculty of Arts & Humanities

Ben M'Sik - 2014

High School Diploma

Farabi School- 2012

Certifications

Google Ads Video Professional Certification (2026)

Google Skillshop

Awards

Best Female Streamer –
Morocco (2019)

Languages

Arabic – Native

English – Fluent

French – Intermediate

Skills

- Social Media Strategy
- Community Management
- Microsoft Office Suite
- Social Media Analytics
- Campaign Management
- Creative Direction
- Adobe Creative Suite (Photoshop, Illustrator, 3ds Max)
- Paid Media (Meta, Google & TikTok Ads)
- Meta Business Suite
- Hootsuite, Mailchimp
- Metricool

Experience

Social Media Manager, Infernozilla

Remote | October 2023 – Present

- Manage social media strategy and execution for multiple clients.
- Conduct social media audits and optimize brand presence.
- Develop monthly content calendars and collaborate with designers.
- Plan campaigns, write copy, and manage content calendars.
- Manage paid campaigns across Meta, TikTok, and YouTube.
- Track campaign performance using analytics, UTM links, and monthly reports.
- Managed social media for 20+ indie game titles.
- Meet with clients to review performance and plan future campaigns.

Social Media Manager & Communications – MENA, GGTech Entertainment

Morocco | September 2022 – November 2023

- Managed social media platforms across the MENA region.
- Planned and executed social media campaigns.
- Analyzed campaign performance and prepared monthly reports.
- Collaborated with internal teams, partners, and creators to support marketing initiatives.

Project Manager, Lgaming.ma

Morocco | December 2021 – April 2022

- Planned and coordinated gaming events, tournaments, and community initiatives.
- Managed project timelines and ensured on-time delivery.
- Worked closely with cross-functional teams to organize marketing and esports activities.

Creative Department Manager, Lenovo

Morocco | January 2018 – June 2021

- Led the creative team and managed marketing asset production across multiple countries.
- Collaborated with marketing teams and external agencies to deliver campaigns on time.
- Ensured all creative materials followed Lenovo, Microsoft, and Intel brand guidelines.

Graphic Designer – North Africa, Lenovo

Morocco | June 2015 – January 2018

- Designed print and digital marketing materials for Lenovo and its partners.
- Collaborated with marketing teams to deliver creative assets for regional campaigns.

Graphic Designer, RichOxygen Agency

Morocco | April 2015 – June 2015

- Designed visual content for client branding and marketing projects.