

Portfolio

# Branded Content & Partnerships

A curated collection of strategic brand partnerships & content collaborations I led and executed (2020-2022)

**Mohammed Amine Tajmouati** • Content & Digital Media Lead

# Introduction

During my tenure as Head of Social Media at Hespress, I led strategic brand partnerships, content development, and digital campaigns that drove significant engagement and business results. This portfolio showcases a curated selection of partnership projects that demonstrate my expertise in creating compelling branded content, managing cross-functional teams, and delivering measurable results for both Hespress and partner brands.



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# Brand Partnerships

## "Qissa": Hespress x Facebook MENA

At Hespress, I led the creation and execution of a partnership series with Facebook MENA to highlight impactful stories of online communities on the platform and their positive influence in society.



Hand in Hand: A Facebook group serving as an emergency response network and gateway for those needing assistance, bringing together thousands of people with one noble goal: helping others regardless of their needs.

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Dari Bhal Nas: A Facebook community of 3,000 members who collectively help underprivileged families acquire decent housing. Each member contributes 250 dirhams, pooling resources to provide dignified homes for families in need—demonstrating the power of social connectivity and human solidarity.

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# Brand Partnerships

## "Saal Tbib": Hespress x Shifaa Media

While at Hespress, I led a collaborative Ramadan program with Shifaa to address frequently asked medical questions during the holy month, providing valuable health information for our Moroccan and Arab audiences.

I managed the entire process—from initial pitch and collaboration to asset preparation and digital strategy implementation—working with our team of production professionals and Shifaa medical experts.

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# Brand Partnerships

## "Marocology": Hespress x Lesieur Cristal Group

I directed a partnership with Lesieur Cristal Group to create videos highlighting Moroccan values through everyday items and practices. Each episode featured a Lesieur Cristal product—brands that have accompanied Moroccans since childhood, creating core memories and emotional connections.

My role included pitching the overall strategy, developing the content approach, supervising the shootings, and managing campaign optimization and performance reporting. The series featured thoughtful brand placement from Lesieur Cristal's diverse product range.

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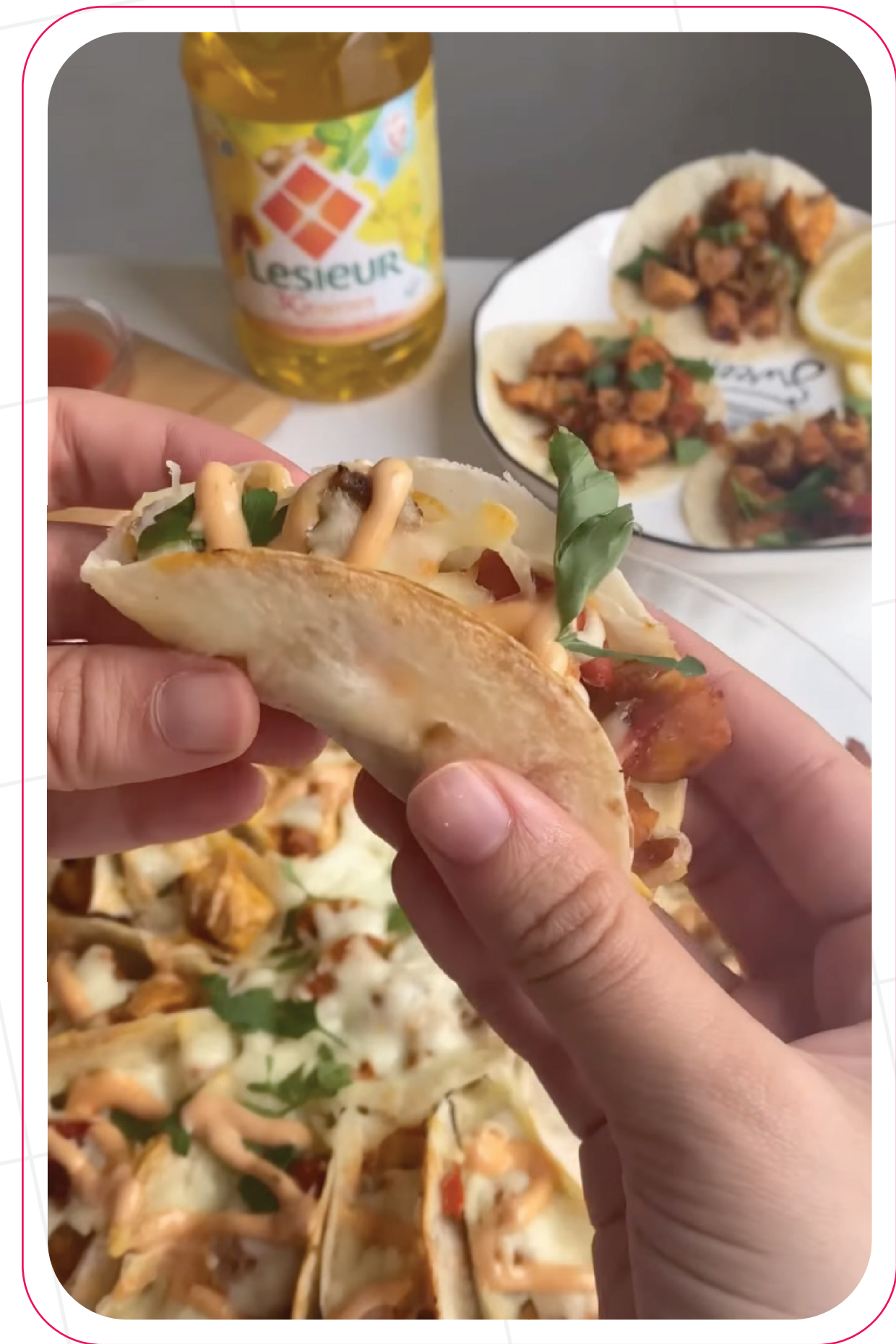
# Influencer Marketing

## "Snack 3.0": Hespress x Lesieur Cristal Group

As part of the partnership with Lesieur Cristal, I led a collaboration with a prominent Moroccan cooking influencer @nisrine.idrissii (Life With Nisrine) to create short-form videos providing quick and simple cooking ideas for Ramadan iftar meals. The series was branded by Lesieur cooking oil.

The campaign's exceptional success prompted Lesieur Cristal to commission a second season, which was produced later in 2023, further cementing the partnership and demonstrating the effectiveness of our influencer marketing approach.

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# Thank you

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