

Portfolio

# Marketing & PR Campaigns

A curated collection of strategic public relations and marketing campaigns I collaborated on and executed (2020-2022)

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# Introduction

During my tenure as Head of Social Media at Hespress, I led and collaborated comprehensive marketing and PR campaigns for diverse clients across public and private sectors. This portfolio showcases selected campaigns that demonstrate my expertise in strategic planning, cross-platform implementation, multilingual communication, and delivering measurable results that consistently exceeded client objectives.



# Public Sector Campaigns

## Bank Al-Maghrib: E-Payment Promotion

I managed a digital campaign for Morocco's Central Bank to encourage adoption of electronic payment methods during the pandemic, producing content in both Arabic and Amazigh languages.

**Campaign results exceeded client targets with:**

- 727K+ reach for the Arabic version
- 716K+ reach for the Amazigh version
- 247K+ and 253K+ video views respectively
- Strong performance across all age groups with particular success among audiences aged 25-34



[View Campaign](#) 

# Public Sector Campaigns

## TGR: COVID-19 Donation Campaign

I collaborated on a multilingual campaign (Arabic, French, Amazigh) for Morocco's General Treasury to facilitate public donations to the national COVID-19 emergency fund.

This integrated campaign successfully:

- Generated 503K+ views on the Arabic version (168% of target)
- Delivered 129K+ views on the Amazigh version
- Achieved 57K+ views on the French version
- Created a total reach of 2.9M+ across all language versions



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# Public Sector Campaigns

## NARSA: Driver's License Practical Exam Campaign

I collaborated on a nationwide public awareness campaign for Morocco's National Road Safety Agency to educate citizens about new safety protocols for driver's license examinations during the pandemic.

The campaign achieved exceptional engagement across demographic segments with a focus on young adults (18–34), delivering:

- 1.29M+ total reach
- 230K+ video views (115% of objective)
- 4,500+ social interactions
- Strategic regional targeting with strong performance in all 12 regions of Morocco



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# Private Sector Campaigns

## KFC: 100% Moroccan Chicken Campaign

I managed a brand trust campaign for KFC Morocco highlighting their commitment to locally-sourced chicken, leveraging both Facebook and YouTube for maximum impact.

### The cross-platform campaign delivered:

- 501K+ Facebook reach
- 306K+ Facebook video views
- 32K+ YouTube views
- 75K+ minutes of YouTube watch time
- 68K+ website page views



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# Private Sector Campaigns

## COPAG Jaouda: COVID Prevention Campaign

I collaborated on an informational campaign for COPAG Jaouda during the early stages of the pandemic to showcase their safety measures and community support initiatives.

This timely campaign generated:

- 1.77M+ reach
- 713K+ video views (143% of objective)
- 8,900+ engagements
- Positive brand association during a critical period



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# Private Sector Campaigns

## KOUTOUBIA: Multi-Campaign Initiative

I managed dual campaigns for KOUTOUBIA focused on COVID prevention measures and meal distribution efforts during the pandemic.

The combined campaigns delivered significant results:

- 2.42M+ reach
- 1.41M+ video views (141% of objective)
- 13K+ engagements
- Significant positive brand sentiment



[View Campaign 1](#)

[View Campaign 2](#)

# Campaign Approach

## Strategic Planning

Developing tailored approaches based on client objectives and audience insights

## Cross-Platform Integration

Coordinating messaging across social platforms, websites, and other digital touchpoints

## Multilingual Content Development

Creating culturally relevant content in Arabic, French, and Amazigh

## Data-Driven Optimization

Using real-time analytics to refine targeting and messaging

## Measurement & Reporting

Producing detailed KPI reports with demographic and regional breakdowns

## Client Consultation

Providing strategic guidance throughout the campaign lifecycle

# Thank you

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