NIDHAL KHLIFI

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SUMMARY

Creative and results-oriented Marketing Manager and Graphic Designer with 5+ years of hands-on experience across Qatar, Dubai, Italy, and Tunisia. Specialized in branding, social media strategy, and visual communication with a strong background in web design and content creation. Proven ability to manage marketing campaigns, develop brand identities, and grow businesses through design-led strategy. Certified by Meta in digital marketing, with a strong freelance portfolio and leadership roles in major sports and retail brands. Passionate about building brands that stand out, and always focused on delivering value and results.

EXPERIENCE

AL HAZM GALLERIA
04/2026 to Current

Doha

Team Leader & Graphic Designer, Media Department

- Lead a team of 11 within the Media Department, overseeing graphic design, social media content, and event campaign production.
- Produce creative assets across major brand campaigns and exhibitions hosted at Al Hazm, including branding, invitations, digital brochures, and promotional materials for events such as Teeb Al Hazm (perfume/oud exhibition), the Kids Summer Camp campaign, and other seasonal initiatives.
- Design leasing and sponsorship presentations for prospective retail and brand partners.
- Deliver bilingual (Arabic/English) design work using Adobe Photoshop, Illustrator, and InDesign, including RTL layouts and custom Arabic typography.
- Coordinate with brand partners and internal stakeholders to produce presentation decks, exhibition materials, and promotional campaigns for incubated ventures and tenant brands.

SPARTA SPORTS
02/2023 to 04/2026

Doha

Marketing Manager & Graphic Designer

- Lead the entire marketing department for Sparta Sports, overseeing strategy, content, and advertising for three divisions: Sparta Sports Academy, Sparta PT (personal trainer booking app), and Sparta Booking (facility rental platform).
- Developed full visual branding guidelines and executed successful marketing campaigns for kids' sports programs, adult personal training, and facility booking services.
- Planned and created social media content calendars, produced reels, and managed stories resulting in a 10K follower growth in 3 months.
- Organized competitions, events, and sponsorship outreach, including partnership proposals to brands like Al Mandarin and Ooredoo.
- Collaborated with app developers to enhance UX/UI experience, integrated video features, and provided continuous feedback on app bugs and interface optimization.
- Managed a monthly advertising budget, negotiated influencer deals, and tracked ROI through Meta Business Suite and Google Analytics.

REAL MADRID FOUNDATION
01/2022 to 01/2023

Doha

Graphic Designer

- Designed sports event branding, including banners, flyers, jerseys, and social media visuals for Real Madrid Foundation's youth football programs in Qatar.
- Edited short-form video content for highlight reels, social coverage, and internal team presentations.
- Delivered motion graphics and animated promo videos using Adobe Premiere Pro and After Effects.

- Collaborated with the foundation's local coordinators to ensure the visual identity aligned with global brand standards.
- Assisted in sponsor proposal presentations and end-of-season event documentation.

DEKITATE
Doha

Creative Director (Freelance Contract)

- Directed creative content production and visual branding for Dekitate, a Japanese food concept, including menu designs, packaging, seasonal promotions, and store visuals.
- Launched the brand's digital presence by designing and managing their Instagram and TikTok accounts, achieving a 150% increase in followers and engagement within 6 months.
- Produced video content (reels & stories) that highlighted the uniqueness of the food preparation process and behind-the-scenes footage, driving both awareness and in-store visits.
- Designed promotional campaigns for seasonal menus and collaborated with food influencers across Doha.
- Delivered a cohesive digital and print branding kit for franchise expansion plans.

STUDIO FM MILANO
Milan, Italy

Freelance Designer – Visual Identity & Branding

- Worked remotely with Studio FM Milano on small branding projects for fashion and lifestyle startups.
- Created logo concepts, social media kits, and digital campaign layouts for boutique collections.
- Contributed to pitch decks and visual proposals for pop-up events and brand launches.
- Designed bilingual content (Arabic/English) targeting luxury markets in the Gulf region.

VARIOUS CLIENTS
Dubai, UAE

Freelance Branding & Web Consultant

- Worked remotely with over 15 clients across Dubai and the Gulf region on building brand identities, website creation, and digital marketing assets.
- Delivered complete branding systems (logo, typography, color palette, brand guidelines) for cafes, fashion boutiques, and wellness brands.
- Created modern, responsive websites using WordPress and AI-based builders tailored to startup and e-commerce needs.
- Consulted on social media growth strategy and implemented paid ad campaigns for product launches and online stores.
- Collaborated with content creators and photographers to develop brand content calendars, storyboards, and launch reels.

SKILLS

- Social Media Marketing (Instagram, Facebook, TikTok)
- Paid Ads (Meta Business Suite, Facebook Ads Manager)
- Influencer Marketing & Outreach
- Content Planning & Campaign Strategy
- Email marketing (Mailchimp, automation tools)
- Basic SEO & Website Analytics
- WordPress, Elementor, Shopify
- AI Website Builders & Automation
- Google Workspace, Trello, Notion
- Content Creation for Mobile Platforms
- UI Feedback & Visual Optimization
- Project Planning & Remote Collaboration

EDUCATION

META CERTIFIED: DIGITAL MARKETING ASSOCIATE 2023
Meta Blueprint, Online

- Gained certification in social media marketing, audience targeting, campaign creation, and Meta Business Suite.
- Trained in running ads across Facebook, Instagram, and Messenger with measurable results.

MULTIMEDIA & WEB DEVELOPMENT 2022
Higher Institute of Technological Studies (ISET), Kelibia - Tunis

- Studied multimedia production, web development, and digital design fundamentals.
- Gained hands-on experience in front-end coding, graphic design, and multimedia tools.
- Developed student projects including websites, motion graphics, and interactive presentations.

GRAPHIC DESIGN BOOTCAMP 2020
GOMYCODE, Tunis

- Completed an intensive hands-on program focused on graphic design, branding, Adobe Suite, and creative direction.
- Final project included building a full brand identity with visual assets and promotional campaign.