

## Brand Creative Strategist



Amine Elmoufid 23y Meknès, Morocco

Creative Direction	98%	Selective Introvert	100%
System Builder	98%	Collaborative Mind	80%
Content Strategist	85%	Collaboration & Teamwork	80%
Concept Development	80%	Calm Under Pressure	98%
AI Creative Tools	98%	Languages & Communication	28%
100%			

## Core Skills

- **Strategy & Branding:** Brand positioning, campaign architecture, cultural storytelling
- **Creative Direction:** Storyboarding, concept decks, editorial design
- **Production:** Cinematography, photography, editing (Premiere Pro, DaVinci Resolve, CapCut)
- **Design Tools:** Illustrator, Photoshop, Lightroom, Canva, AI creative tools
- **Collaboration:** Cross-functional teamwork, process building, project management
- **Languages:** Arabic (native), French & English (developing)

## Who I Am

I am 23, from Meknès, Morocco. On paper, my background is in Financial, Accounting, and Tax Engineering, and I am currently pursuing a Master d'Excellence at Université Moulay Ismail. In practice, my path has expanded beyond numbers into marketing, content creation, and storytelling. I see myself as a strategist shaped by finance and an artist through my way of thinking and create.

My experience ranges from managing luxury hotel campaigns at Mövenpick Marrakech, to leading audiovisual projects and building brand identities for creative teams. I've learned to merge structured analysis with creative execution. I see marketing not as promotion, but as brand architecture: designing messages, experiences, and identities that resonate and endure, while crafting narratives that give brands cultural depth and emotional impact.

## Experience

### Mövenpick Hotel Marrakech (5★) – Community Manager

- ▣ Marrakech, Morocco | 2025 (111 days internship)
- Designed and executed marketing campaigns aligned with luxury hospitality standards.
- **Directed creative concepts:** editorial lines, campaign scripts, video storytelling.
- Produced and edited photography and video content (filming, color grading, post-production).
- Learned to build not just promotion, but brand experiences that reflect a 5★ identity.

### TM – TrainingMorocco Running Camps – Content Creator

- ▣ Remote internship, Morocco | March 2025
- Joined pre-launch, before the project opened, to build the brand identity from scratch.
- Designed the full visual identity, setting the foundation for how the brand would be recognized.
- Created multi-platform content (websites & social media) tailored to different audiences.
- Learned how to shape presence and trust for a brand with no existing reputation.

### Marketing Leaders Club – Member

- ▣ Meknès, 2024–2025
- Participated in strategy sprints and peer reviews, sharpening collaborative creativity.

### Audiovisual Workshop, Université Moulay Ismail – Creative Director & DOP

- ▣ Meknès, 2022–2024
- Directed short films and visual projects exploring cinema's language as a tool for storytelling.
- Developed skills in framing, rhythm, atmosphere, and narrative psychology.

### DREEZON (Music Band) – Brand & Content Manager

- ▣ Meknès, 2023–2024
- Built the band's identity and ecosystem by blending music, visuals, and storytelling.

### Minhoo (Personal Project) – Founder

- ▣ 2024–Present
- Personal lab for testing content creation systems.
- Early stage, but rooted in the belief that creativity is not luck, it's process.

<https://www.linkedin.com/in/amine-elmoufid/>

[https://www.instagram.com/amine\\_elmoufid/](https://www.instagram.com/amine_elmoufid/)

[amine.elmoufid.personal@gmail.com](mailto:amine.elmoufid.personal@gmail.com)

+212 675 223453

<https://amine.ink/>

## Education

### Université Moulay Ismail (UMI), Meknès

- Master d'Excellence in Accounting, Tax, and Financial Engineering (in progress)
- Bachelor in Professional License of Excellence: Accounting, Tax, and Financial Engineering
- DEUG in Economics & Management

## Strengths

- **From concept to execution:** able to carry projects end-to-end.
- Calm under pressure, disciplined from finance background.
- **System-builder:** I like creating repeatable processes for creativity, not just "one-off sparks."
- Obsessed with originality and detail, turning small touches into memorable branding.

## Weaknesses

- **Verbal communication:** Writing flows easily for me, but I often struggle to express the same clarity when speaking.
- **Languages:** My Arabic is strong, but my French and English still need development to match my ambitions.
- **Perfectionism:** I sometimes push too far toward flawless execution, instead of moving faster with "good enough."
- **Social energy:** Constant new interactions can overwhelm me; I need balance to stay productive.

## Philosophy

- For me, branding is not decoration, it's message translated into story.
- A brand should feel cinematic: carrying rhythm, memory, and atmosphere.
- My goal is to design brands that outlive campaigns and become part of culture.

## What I'm Seeking

- A role or collaboration where brand strategy meets creative execution.
- A small, inventive team where I can move between big ideas and practical assets, and originality drive the work.
- Above all, collaboration: I cannot and do not want to build alone. The team is the foundation of everything I seek.
- A space where depth is valued, where I can blend message, visuals, and strategy into something timeless.