



# Ayoub MOUNTASIR

## — Communication Officer

As a professional with over 6 years of expertise in corporate communications, I support the growth of major international Groups. My approach combines structure, creativity and execution with a keen interest in the energy and sustainability sectors.

## ABOUT ME

- Belgium
- +32 498 58 61 34
- ayoub.mountasir@outlook.fr
- ayoubmountasir.fr/cv
- LinkedIn Profile

## SKILLS

- **Communications:** Strategy, writing and content creation (digital and print)
- **Digital production:** video, GenAI, coding
- **Project management:** International projects coordination, PRINCE2
- **Digital Marketing:** SEO SEA automation, targeting, data analysis, A/B testing
- **Event management:** Hybrid, physical and digital events

## TOOLS & SOFTWARE

- **Marketing:** Salesforce, CreativeX, SmartFocus, HubSpot, Mailchimp, Odo
- **Analytics:** Google Analytics, AdSense
- **Management:** Microsoft Office 365
- **Design:** Adobe Suite (InDesign, Photoshop, Illustrator, Premiere Pro), Canva Pro., CapCut
- **Social & Web:** Meta, LinkedIn, Pinterest, X, TikTok, WordPress, Prestashop
- **AI:** OpenAI, Gemini, NotionAI, Le Chat

## LANGUAGES

- |         |                    |
|---------|--------------------|
| French  | Native language    |
| English | C1 - Professionnal |
| Arabic  | Native language    |
| Dutch   | A1 - Beginner      |

## INTEREST



Technology  
Innovations



Sport  
Basketball



Music  
Cello

## WORK EXPERIENCE

### ALIAXIS Brussels, Belgium

Since mai 2025

### DIGITAL COMMUNICATION & CREATIVE SPECIALIST

- Led 14 digital campaigns across Europe, USA and APAC, ensuring strategic alignment at group level
- Digital lead for adoption of Blink as global internal communication platform (+62% employees engagement)
- Created engaging digital content (video, AI, motion design, interviews...) to achieve targeted objectives
- Upgrading website from showcase to business-oriented
- Co-designed 4 hybrid and interactive internal events with CEO to drive participation and cross-region engagement

### ORANGE BUSINESS Brussels, Belgium

2023 - 2025

### DIGITAL COMMUNICATION & EVENT MANAGER

- Coordination of communication projects in 24 countries in the EMEA region in order to develop Orange's B2B.
- Design of a wide range of brand content (videos, digital asset, leaflets, presentations, posters, newsletters).
- Management of 17 hybrid and physical events (seminars, conventions, internal events, webinars).
- Transformation of internal digital communications around Microsoft 365 solutions (Viva, Sharepoint, Teams)
- Design and deployment of a mobile application (PWA) offering an optimal user experience for an international business event with more than 110 participants.
- Implementation of AI solutions to improve productivity.

### FREELANCE ayoubmountasir.fr

2022 - 2023

### MARKETING & COMMUNICATION CONSULTANT

- Development of communication strategies tailored to 14 clients at different levels (Decathlon, Liebherr, artists,...).
- Design and optimisation of websites using SEO and SEA
- Production of print and digital communications.
- Management of social media accounts

### BUILD & CONNECT Illkirch-Graffenstaden

2019 - 2021

### COMMUNICATIONS & MARKETING PROJECT

- Design and execution of digital marketing campaigns (blog posts, targeted emails, webinars).
- Implementation of innovative solutions to enable customers to visit buildings in virtual reality
- Organisation of strategic events to encourage innovation
- Website and social networks management (LinkedIn, FB)

## EDUCATION

2019 - 2021

### MASTER'S DEGREE IN MARKETING & COMMUNICATION

European Communication School (ECS) - Strasbourg

2018 - 2019

### BACHELOR'S DEGREE IN ADVERTISING

IUT Robert Schuman - University of Strasbourg

2015 - 2018

### BACHELOR'S DEGREE IN SOCIOLOGY

Faculty of Social Sciences - University of Strasbourg