



# CHAIMA GUIR

## AMBITIOUS PROFILE

### CONTACT

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🏠 197 Nezali Cherif, Cheraga  
Algiers

### EDUCATION

**BSc Major in  
Telecommunication and  
Computer Network**  
2015 - 2018  
INPTIC - Algiers

**Secondary Science Education  
Certificate**  
2011 - 2015  
Mohamed Issyakhem - Algiers

### SKILLS

Office Suite  
HTML, JavaScript, C++  
Photo & Video Editing  
Google Analytics; PowerBI  
Sales Force

### LANGUAGES

Arabic     ● ● ● ● ● ● ● ●

French     ● ● ● ● ● ● ● ●

English    ● ● ● ● ● ● ● ●

### ACTIVITIES

Actor  
Digital Content Creator  
Musician  
Gamer

### SOCIAL NETWORKS

**f** fb.me/Chathecat/

**@mettacha**

## WORK BACKGROUND

### JUMIA GROUP - 2 yrs 9 mo

#### Head Of Production | April 2021 - October 2021

- Manage day-to-day life of production: prioritization and content & picture validation, mistake investigation and correction.
- Define KPIs that reflect the efficiency and recognize the areas of improvement.
- Responsible for the development, performance and maintenance of the production of the organisation to produce efficient production and delivery solutions, maximizing performance & profitability against targets.
- Manage a team of 5 to 10 content owner, graphic designer and photographer.
- Lead team in creating content in French and Arabic in line with the Jumia standard and KPIs.

#### Onsite Merchandiser | June 2019 - April 2021

- Owning the website front end from A-Z and Eye for small details to ensure quality and user experience.
- Monitor, analyse, optimize and report on performance of campaigns and key learnings to maximize results.
- Weekly campaign planning and monitoring for efficient e-merchandising: challenge product assortment, catalogue structure and navigation, and optimize user experience to maximize sales
- Drive the optimization of overall Conversion Rate and key Onsite KPIs across all devices and Onsite channels – desktop, mobile and app

#### Social Media Manager | June 2018 - November 2018

- Campaign management – design, create, and manage promotions and social media calendar throughout the year. Integrated with the company's overall marketing campaign and channels.
- Influencer management – based on the objectives, identify the right influencers to work with, build relationships, negotiate rates, outline clear objectives and ensure relevant agreements are in place.
- Content strategy – based on the company's brand and target customers, ensure that the content approach wins brand love and drives a purchase decision. Seamlessly combining promotion, engagement, and conversion.

### RADIO HOST - 12 MO

#### JOW Radio | September 2019 - December 2019

Group Show Host Pranks & Entertainments on 'Dtjiw wela Ndjiw' show

#### TOP Radio Algérie | December 2018 - July 2019

Single Show Host Gaming, E-sport, Music, & Entertainement on 'Teklikha fel web' show

### ENGLISH TEACHER - 11 MO

Hopeland Institute | November 2012 - September 2013