

AZZA BESSROUR

Marketing Strategist • Translator • Content Creator

Multilingual Professional
English • Arabic • French • German • Spanish

Professional Portfolio
2026

ABOUT ME

I am a multilingual marketing professional with a passion for communication, translation, branding, and business development. Throughout my career, I have worked with international brands, developed marketing strategies, created multilingual content, and managed projects requiring precision, creativity, and attention to detail.

As a Tunisian who spent most of my life in the United States, I developed native-level English while preserving my native Arabic. This multicultural background allows me to understand both language and culture, helping me communicate ideas accurately and naturally.

My goal is to help businesses grow through effective communication, strategic marketing, and high-quality translation while continuously expanding my expertise in digital marketing and intellectual property translation.

Core Expertise & Skills

Translation & Languages

- **English ↔ Arabic Translation**
- **French ↔ English Translation**
- **German ↔ English Communication**
- **Spanish ↔ English Communication**
- **Multilingual Communication**

Marketing & Strategy

- **Marketing Strategy**
- **Digital Marketing**
- **Brand Management**
- **Content Marketing**
- **Market Research**
- **SEO Fundamentals**

Content & Creative

- **Content Writing**
- **Copywriting**
- **Content Creation**
- **Social Media Management**
- **Canva Design**
- **Presentation Design**

Professional Skills

- **Client Communication**
- **Project Management**
- **Business Development**
- **Microsoft Office**
- **Problem Solving**
- **Attention to Detail**

PROFESSIONAL EXPERIENCE

Product Manager & Marketing Professional:

Responsibilities:

- Managed marketing strategies for international brands
- Planned product launches and campaigns
- Developed brand positioning strategies
- Coordinated with teams and suppliers
- Analyzed market trends

Brands:

Apivita • Bio-Oil • Tommee Tippee

Skills:

Marketing Strategy • Product Management • Brand Management • Market Research

Customer Service Representative:

Responsibilities:

- Handled customer inquiries and provided professional support via phone and digital channels
- Resolved client issues efficiently while maintaining service quality standards
- Managed high-volume communication with accuracy and speed
- Ensured customer satisfaction through clear communication and problem-solving
- Followed company procedures and service guidelines

Skills:

- Customer Communication • Problem Solving • Time Management • Conflict Resolution • CRM Systems • Multitasking

Time Implementation Consultant:

Responsibilities:

- Supported system implementation processes for clients using ADP solutions
- Assisted in configuring and testing digital HR/payroll systems
- Communicated with clients to understand requirements and provide solutions
- Ensured smooth onboarding and system transition processes
- Collaborated with technical and support teams to resolve issues

Skills:

Client Implementation • Technical Support • System Configuration • Communication • Project Coordination • Analytical Thinking

Case Study: Content Strategy

Selected Project

Content Creation & Social Media Strategy

Marketing Strategy • Content Creation • Digital Communication

OBJECTIVE

Develop a structured content strategy designed to improve brand visibility, strengthen online presence, and create meaningful engagement with the target audience.

APPROACH

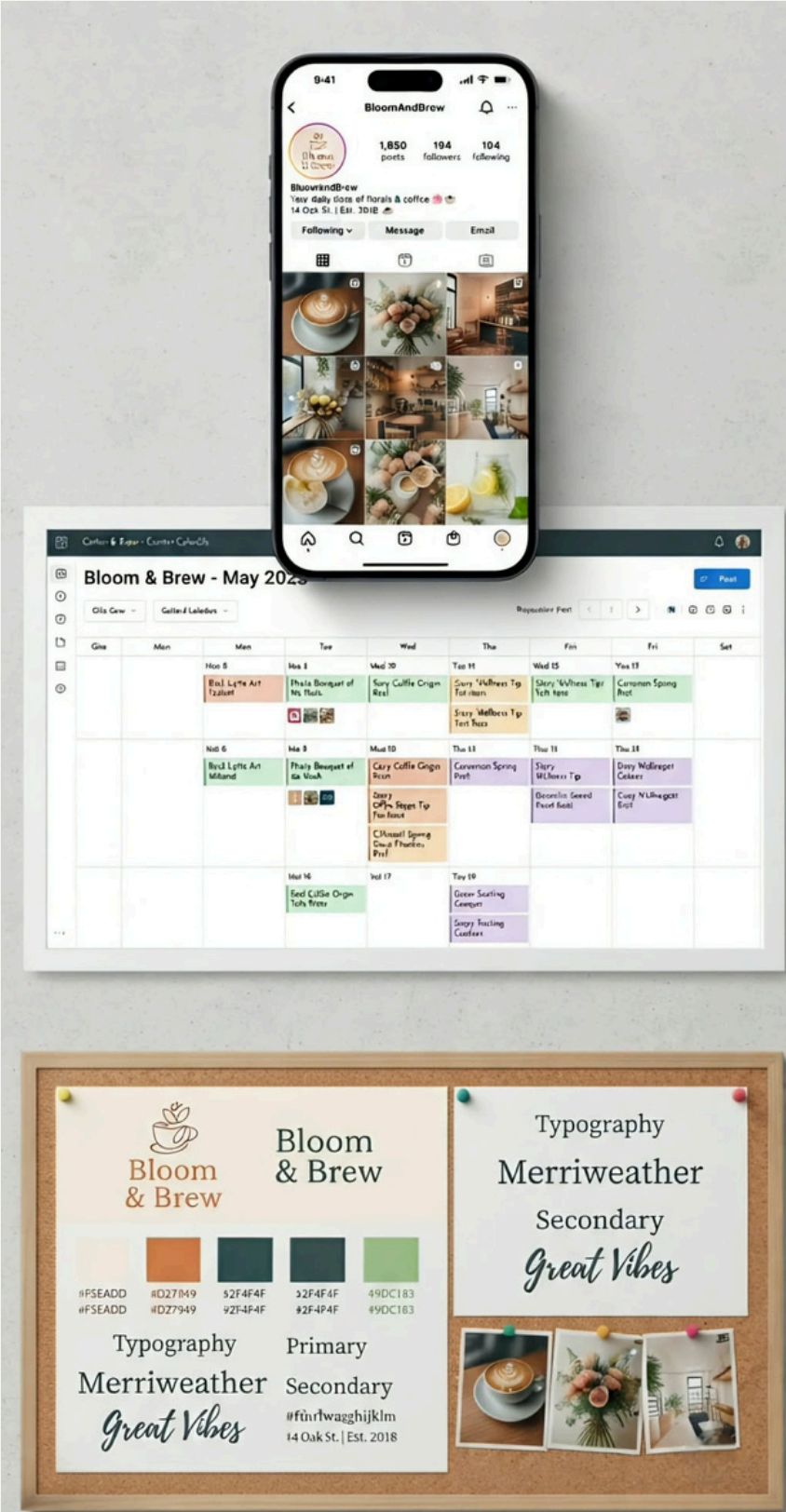
- Defined brand identity and communication style to ensure consistent messaging.
- Created content pillars based on audience interests and business objectives.
- Planned engaging social media concepts to increase interaction and brand awareness.
- Developed promotional ideas and storytelling approaches to strengthen customer connection.

DELIVERABLES

- ✓ Monthly content calendar
- ✓ Instagram post concepts
- ✓ Caption writing ideas
- ✓ Short-form video concepts
- ✓ Brand communication guidelines

SKILLS DEMONSTRATED

Marketing Strategy
Content Planning
Copywriting
Brand Communication
Social Media Management
Canva Design



Translation Sample

Legal & Technical Translation | English → Arabic

Demonstrating accuracy, terminology awareness, and attention to detail in legal and technical documentation.

English

Patent documents require precision in language, as even small errors can affect legal interpretation and intellectual property protection.

Confidentiality and accuracy are essential when handling technical and legal materials.

Clear and consistent terminology is necessary to preserve the intended meaning of intellectual property documents.

Arabic

تتطلب وثائق براءات الاختراع دقة عالية في اللغة، حيث إن حتى الأخطاء البسيطة يمكن أن تؤثر على التفسير القانوني وحماية الملكية الفكرية.

تعتبر السرية والدقة عنصرين أساسيين عند التعامل مع المواد التقنية والقانونية.

تعد المصطلحات الواضحة والمتسقة ضرورية للحفاظ على المعنى المقصود في وثائق الملكية الفكرية.

Skills Demonstrated

Legal Translation
Technical Translation
English–Arabic Translation
Terminology Accuracy
Document Review
Attention to Detail

PROFESSIONAL PROFILE & EDUCATION

I am a multilingual professional with a background in marketing, product management, customer experience, and digital communication.

My experience across different industries has allowed me to develop strong skills in strategy, client communication, problem-solving, and project coordination.

With a multicultural background and strong language abilities, I combine creativity, analytical thinking, and attention to detail to support businesses in communicating effectively and growing their presence.

I am continuously developing my expertise in digital marketing, translation, and international business to create meaningful impact through communication.

Education & Continuous Learning

Master's Degree — CRM & Digital Transformation

Current

Developing expertise in customer relationship management, digital transformation, and modern business strategies.

Bachelor's Degree — Marketing

ESSECT

Focus areas:

- Marketing Strategy
- Consumer Behavior
- Business Communication
- Market Research

Professional Values

✓ Accuracy & Attention to Detail
✓ Creativity & Innovation
✓ Professional Communication

✓ Continuous Learning
✓ Adaptability
✓ Client Focus

International Profile

Languages

 Arabic

Native Language

 English

Native-level Proficiency

 French

Professional Working Proficiency

 German

Intermediate Level

 Spanish

Intermediate Level

Translation Services

- Arabic ↔ English Translation
- Arabic ↔ French Translation
- English ↔ French Translation
- Spanish → English Translation
- Spanish → French Translation
- German → English Translation

Marketing & Digital Services

- Marketing Strategy
- Content Marketing
- Copywriting
- Content Creation
- Social Media Management
- Brand Communication
- Digital Marketing Support
- Content Planning
- Market Research
- Canva Design
- Presentation Design

*Helping businesses communicate clearly,
grow strategically, and connect across
cultures.*

Thank you for reviewing my portfolio.
I look forward to contributing professionalism,
creativity, and value to future collaborations.
