

# M'HAMED ZAYD TEMA

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## EDUCATION

**AI AKHAWAYN UNIVERSITY IN IFRANE | Ifrane, Morocco**

**December 2023**

*Bachelor of Business Administration*

- **Major:** Marketing
- **Distinctions:** CGPA: 3.4/4.0 – Fall'2023 Dean's list

## CERTIFICATION

- **University of California, Irvine** – *Fundamentals of Finance* **February 2025**
- **University of Michigan** – *Introduction to Time Value of Money (TVM)* **February 2025**

## PROFESSIONAL EXPERIENCE

**Freelance Graphic Designer**

**2023 – Present**

- **Student Activities Office (Part-Time) – Leader & Graphic Designer** – Created promotional materials for campus events, including posters, social media graphics, and banners, while leading projects and coordinating teams to boost student engagement.
- **Social Media Content Creation** – Produced high-quality static and animated visuals for platforms including Instagram, YouTube, and Facebook, using Adobe Photoshop, Illustrator. Designs were strategically aligned with each client's brand voice and marketing objectives.
- **Brand Identity Development** – Crafted cohesive visual identities for local businesses, including logo design, color schemes, and layout systems, ensuring brand consistency across digital and print media.
- **Restaurant Marketing Campaigns** – Designed visually compelling promotional materials for restaurants, such as menus, seasonal offers, and Instagram story content, optimized for engagement and visual appeal

**Vice President, Industry Club**

**2024 - Present**

*Al Akhawayn University | Fall 2024*

- Organized company visits, workshops, and speaker events (e.g., APTIV lean manufacturing session) to connect students with real-world industry practices.
- Contributed to member recruitment and improved club visibility on campus.

## EXTRA-CURRICULAR ACTIVITIES & INTEREST

**Social Media Volunteer – Al Qalb Lkbir NGO**

**February 2024 – April 2025**

*Social Media manager- Graphic Designer*

- Created and managed visual content for medical campaign awareness.
- Helped increase engagement and visibility of the NGO's activities online

**Event Organizer, Gaming Club**

**September - 2023**

*Head of Organization*

- Collaborated with a team to plan and run gaming-related campus events.
- Promoted events through social media and graphic materials.

## VOLUNTEERING EXPERIENCE

**Al Qalb Lkbir Club | Organization Committee | AI AKHAWAYN UNIVERSITY IN IFRANE**

**September 2023 – March 2025**

- Contributed to organizing and executing club events and initiatives, including planning logistics, coordinating with participants, and supporting event promotion.

**Organizing Team Member – Open House | AI AKHAWAYN UNIVERSITY IN IFRANE**

**September 2024**

- Helped coordinate and welcome prospective students during entrance exam day; provided guidance, campus tours, and information to introduce them to university life.

**GALA | AI AKHAWAYN UNIVERSITY IN IFRANE**

**February 2024**

- Supported the organization of the gala event, managing logistics and coordination to ensure a successful cultural gathering.

## SKILLS & LANGUAGES

- **Technical Skills:** Adobe Photoshop – Adobe Illustrator – Adobe Premiere Pro
- **Soft Skills:** time management - adaptability – teamwork – strong communication – leadership – public speaking – problem solving
- **Languages:** Arabic: native – English: fluent – French: intermediate