

NADHIR BENMOUSSA

CREATIVE STRATEGIST



CONTACT

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PROFESSIONAL SUMMARY

Passionate creative strategist with 4+ years of experience helping brands create emotional connections with their audience, build lasting trust and credibility, and drive stronger engagement, higher conversions, and more sales. Specializing in static and video ads, graphic design, and more.

WORK EXPERIENCE

Freelance Creative Strategist | 2024-Present

Self-employed

- Crafting brand strategies, ad creatives, and marketing content for e-commerce brands.
- Advising startups and small businesses on visual identity and customer engagement strategies.
- Creating brand visuals and marketing content that drives customer engagement and sales, using AI to streamline design processes and boost efficiency.

Graphic Designer | 2024-2025

Creative Agency

- Developed and maintained the agency's brand identity, including logos, typography, color systems, and visual guidelines.
- Crafted visual assets and brand materials to strengthen the agency's positioning and communication across all platforms.

Graphic Designer | 2021-2024

Staples Inc.

- Created print materials such as brochures, business cards, posters, and promotional products, ensuring each design was tailored to client needs.
- Managed multiple projects simultaneously, meeting tight deadlines and delivering high-quality designs with quick turnarounds.
- Collaborated with clients, incorporating feedback to refine designs and ensure the final product.

ACADEMIC HISTORY

Touro NYSCAS-New York | 2019-2021

DIGITAL MULTIMEDIA DESIGN Major

Lycée Prince Moulay Abdellah | 2018-2019

Baccalauréat Physique

WEBSITE/PORTFOLIO

Click or copy/paste URL to see portfolio

 marcium.com