



OUMAR.MIV@GMAIL.COM



+33769593390



HTTPS://WWW.LINKEDIN.COM/IN/OUARMIV/



HTTPS://JOIN.SKYPE.COM/INVITE/15FGF529UELB



OUMAR
MAHAMAT

I've been called a wordsmith, an alchemist, and a unicorn, but I've always just been someone who wanted to weave words and give wonderful service.

I AM A COPYWRITER

I AM A MAGICIAN

I AM A BOOKWORM

I AM A FOUR-ITEM LIST LOVER

Weaving my pen and honing my keyboard, I craft content worthy of someone's time.

Sometimes it's a story, sometimes it's a few bullets, but I make sure it's always engaging.

I don't write ads; I write entertainment...brought to you by my magical quill.

AN INCOMPLETE LIST OF PERSONAL ACHIEVEMENTS

- World's Youngest Person
- Read all 74 volumes of Bleach in a week
- Four-time Pokémon [Black 2] League Champion
- Made Perfectly Red bean Mochi [Once]

French
English
Spanish
Arabic & Japanese

native ★★★★★
C1 fluent ★★★★★
B2 advanced ★★★☆☆
novice ★☆☆☆☆

RÉSUMÉ

EXPERIENCE

Didacte

November 2022 - April 2023

Marketing Consultant FR & EN

- Contributed to Didacte's positioning strategy as a primary contributor [to the marketing execution plan]
- Collaborated with the sales and marketing manager to develop and optimize a strong lead generation funnel
- Created and updated website content and managed social media
- Designed email marketing sequences and newsletters [writing, optimizing and scheduling emails]

GreenTomatoMedia

April 2022 - Present

Content Writer

- Localize French applications and product pages on the App Store / Google Play
- Create new engaging content packs in English and French
- Analyze flaws and improved content using an A/B testing tool to increase user satisfaction
- Work with the content manager to implement action plans to improve the user experience

Winterclaw

December 2020 - Present

Copywriter & Translator

- Develop and implement customized marketing strategies to acquire and retain customers
- Write persuasive and creative marketing content using advanced copywriting techniques
- Translate and localize texts, ensuring accuracy and consistency of the message in the target language
- Edit and optimize marketing materials to ensure clear, concise and market-appropriate communication

INTERNSHIP

Scrumline

July 2022 - August 2022

Copywriter & Marketing Consultant

- Developed and executed an inbound marketing strategy for the company, using a consumer-centric approach
- Set up and optimized a conversion funnel for the company
- Wrote advertising content, email marketing, newsletters and content marketing for different media
- Managed the company's advertising and social media pages to maximize reach and customer engagement

SKILLS

- Expertise in copywriting and mastery of branding and storytelling
- Advanced skills in direct response marketing and e-mailing
- In-depth knowledge of SEO, SEM
- Creative marketing content writing [ads, sales pages, blog, social media]
- Use of data analysis, KPI and automation software [Google Analytics, HubSpot, Sendinblue]
- Creation and management of online advertising campaigns [Google ADS & Facebook ADS]
- Website design and development from Wordpress
- Development and execution of copywriting strategies based on consumer needs and interests

EDUCATION

University of Angers, France

September 2020 - June 2023

Bachelor's Degree in Foreign Languages applied to international trade, marketing, business and communication

- English & Spanish Program
- Graduated

Saint Martin Highschool, France

September 2017 - June 2020

- Specialization in Sciences
- Highschool diploma with honors