



BASSEM NOUAR

I'm a full-stack marketer who thrives solely on my skills, research, coffee, and trusty laptop. I adore my job for its perfect blend of science and creativity—it's all I need to excel.

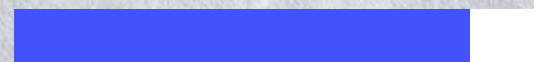
WORK

Writing and designing content for various platforms such as social media, articles, ads, and other visual assets.

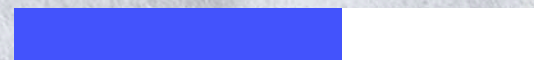
Planning strategies, scheduling, and executing marketing activities across digital channels.

SKILLS

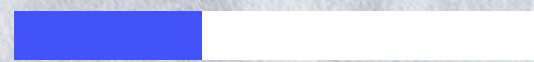
Copywriting



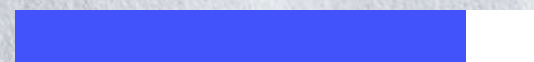
SEO



Graphic design



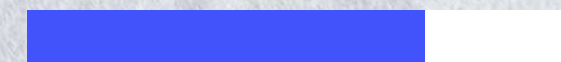
Socail Media ads



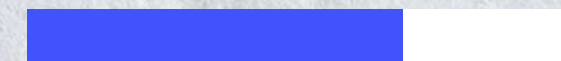
Google Ads



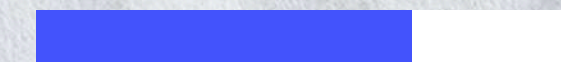
Research and Analytics



Planning & Reporting



Wordpress



I am pleased to show
you my work.

Media Story

Field

Advertising

March 5, 2024

An advertising and marketing company in the State of Kuwait, where we provide integrated services that enable clients to reach their target audience in an effective and innovative way. By developing innovative solutions and advanced marketing strategies, .



My Input

Marketing Strategy

Client acquisition

Client onboarding

Account Management

Media buying

Result

Running ad in different platforms (Google ,Instagram, Snapchat , tiktok ..)

Responsible for the content strategy and advertising for most important clients in the agency Madera ,ITravel , Cardenal and more



I lead multi-channel campaigns for top-tier clients, including Madera Home Design, ITravel, Cardenal Hair & Body Care, and Shoppy KW e-commerce. My expertise lies in creating innovative marketing strategies, managing teams, and driving measurable growth for diverse brands.



أبرز اتجاهات التسويق الرقمي في عام 2025



الاتجاهات الرائدة في التسويق الرقمي

مع التقدم التكنولوجي السريع أصبحت مواكبة التطور التكنولوجي ضرورة. ولهذا، أصبح من الضروري على الشركات

[اقرأ أكثر](#)

Mariam Ben Hassine



شعار جاكوار الجديد: خطوة شجاعة

في عالم التسويق الحديث، العلامات التجارية الكبرى لم تعد تنافس فقط على جودة المنتجات، بل أيضًا

[اقرأ أكثر](#)

Bassem Nouar

ديسمبر 3, 2024



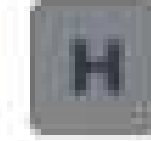
علاقة فلسفة أفلاطون بالتسويق الحديث؟

قد يبدو الربط بين فلسفة أفلاطون والتسويق الحديث أمرًا غير تقليدي، لكن الفلسفة الأفلاطونية تقدم رؤى

[اقرأ أكثر](#)

Mariam Ben Hassine

Business portfolios



Hadrumet Petrochem Solution LLC
1 Instagram account



Itravel Kuwait For Travel And Tourism
1 ad account, 1 Instagram account



Madera Kw
1 ad account, 1 Instagram account



media_storykw
3 business assets



Perculus
1 ad account, 1 Instagram account



shoopy.kw
1 ad account, 1 Instagram account

Best Advertising campaigns



Product: Selling BBQ grills in the Kuwait market at 135 KWD (~\$440).

Challenges:

- Lack of an e-commerce website, so WhatsApp was used for customer inquiries and conversions.

KPI Results:

- Cost per message: \$0.95 (average).
- Total messages per campaign: ~60.
- Sales: 50 units sold.
- Ad spend: \$300.

Performance:

- With a limited budget and direct WhatsApp communication, the campaign achieved a strong conversion rate, generating approximately \$22,000 in sales from \$300 in ad spend.



× Campaign ⓘ ⋮

video whatsapp
Nov 14, 2024 - Ongoing

Off

Edit Duplicate

Date Metrics

Results

Messaging conversations started	98
Cost per Messaging Conversation Started	\$0.95
Amount spent	\$93.29
	\$20.00 daily budget
Reach	13,220
Impressions	20,369



Product: High-end cosmetics priced at 50 KWD (\$165) but discounted to 18 KWD (\$59) during Black Friday.

Challenges:

- High product pricing compared to competitors in the market.

KPI Results:

- Cost per message: \$2.95 (average).
- Cost per purchase: \$7.25 (average).
- Total messages per campaign: ~30.
- Sales: 110 units sold.
- Ad spend: \$800.

Performance:

- The campaign effectively drove conversions with a cost per purchase of \$7.25, resulting in over \$6,490 in revenue during the Black Friday period.

Campaign Name	Off	Category
Sales video 2	Off	Sales
13	\$3.23	\$41.96
Messaging conversations started	Cost per Messaging Conversation Started	Spent
70% off balck	Off	Engagement
52	\$2.17	\$112.99
Messaging conversations started	Cost per Messaging Conversation	Spent





Goals: Market awareness and positioning as a leader in high-value home design projects.

Challenges:

- High project purchase values starting from \$1,000, requiring premium lead generation strategies.

Campaign Types:

1.Awareness Campaigns:

- Average cost per impression: \$0.25 (Instagram-only placements due to audience preferences).

2.Lead Generation Campaigns:

- Average cost per lead: \$6.

3.Traffic Campaigns (Profile Visits):

- Average cost per click: \$0.40 (performance varies depending on creative quality).

Performance:

- Awareness campaigns established a cost-efficient presence in the market.
- Lead generation ads yielded quality leads despite high acquisition costs
- Traffic ads ensured consistent profile engagement

Off		
	الحملة التوعوية لشهر مايو	
106,172	\$0.72	\$76.05
Reach	Cost per 1,000 People Reached	Spent

Off		
	الكواليس مع مديرا - message	
55	\$7.34	\$403.93
Messaging conversations started	Cost per Messaging Conversation Started	Spent



Product: High-end cosmetics priced at 50 KWD (\$165) but discounted to 18 KWD (\$59) during Black Friday.

Challenges:

- High product pricing compared to competitors in the market.

KPI Results:

- Cost per message: \$2.95 (average).
- Cost per purchase: \$7.25 (average).
- Total messages per campaign: ~30.
- Sales: 110 units sold.
- Ad spend: \$800.

Performance:

- The campaign effectively drove conversions with a cost per purchase of \$7.25, resulting in over \$6,490 in revenue during the Black Friday period.

Campaign	Messaging conversations started	Cost per Messaging Conversation Started	Spent
Sales video 2 Off • Sales	13	\$3.23	\$41.96
70% off balck Off • Engagement	52	\$2.17	\$112.99





● Active



عرض عمرة أغسطس وسبتمبر

81	\$0.72	\$58.19
Messaging conversations started	Cost per Messaging Conversation Started	Spent



● Off



thailand & batumi

88	\$3.46	\$304.42
Messaging conversations started	Cost per Messaging Conversation Started	Spent



● Off



all destination album 2

103	\$4.04	\$416.30
Messaging conversations started	Cost per Messaging Conversation Started	Spent



● Off



العمرة 3

303	\$1.02	\$308.57
Messaging conversations started	Cost per Messaging Conversation Started	Spent



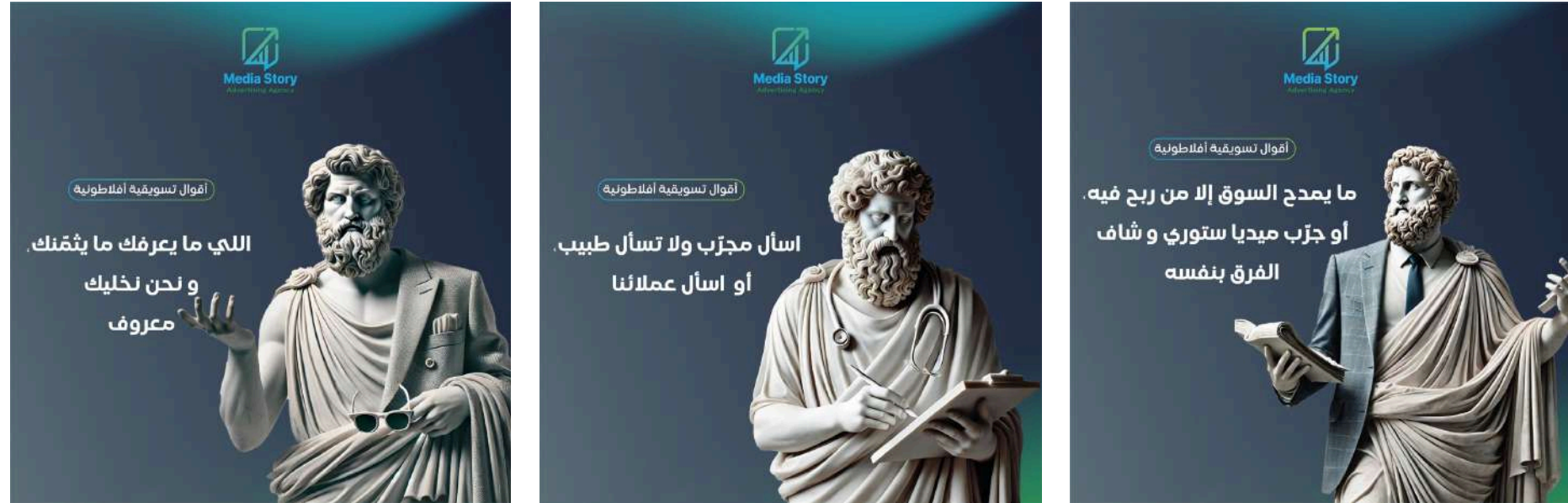
● Off



Yas island 3

181	\$2.11	\$381.52
Messaging conversations started	Cost per Messaging Conversation Started	Spent





Project 1: Media Story – "Platonic Marketing Quotes" Campaign

- Idea: Leveraged well-known cultural quotes styled in a "Plato-inspired" visual design to captivate the Kuwaiti audience and position Media Story as a creative marketing agency.
- Campaign Objective:
 - Increase Instagram followers.
 - Boldly introduce Media Story as a creative marketing agency.
- Success Metrics:
 - Cost per follower: Achieve \$1 or less per follower.
 - Traffic Campaign: Generate leads through page visits and engagement.
- Ad Description:
- "For those passionate about marketing and businesses, for the first time in Kuwait 🇰🇼, follow our page to discover something new and inspiring! 😊"

Past work experience

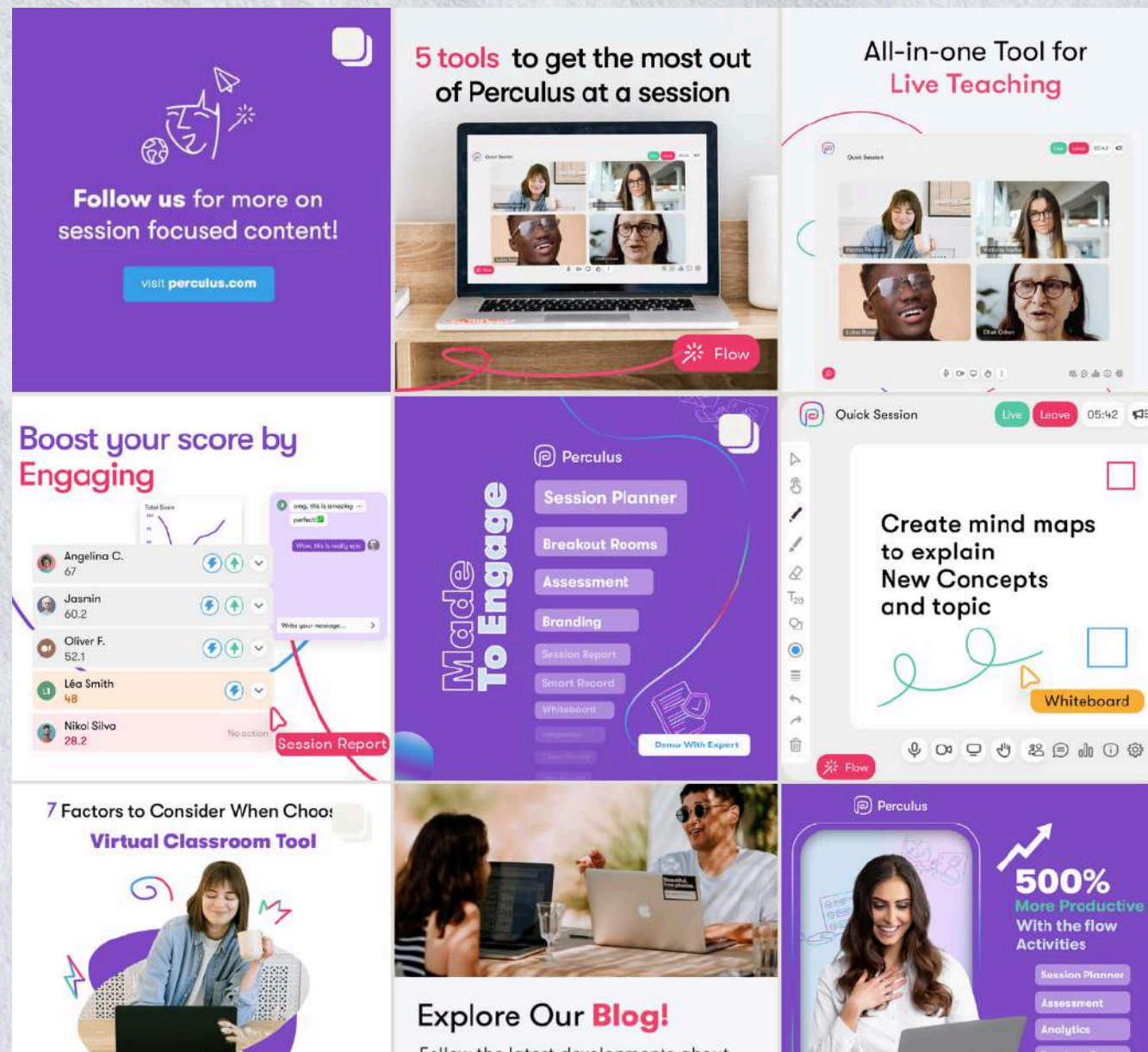
Perculus

Field

Time Line

Software Development 01/01/2024 - 30/06/2024

Revolutionary engagement and planning tools for the best education experience. you can seamlessly plan your sessions, bringing participants together to engage in a variety of learning activities and breakout rooms and other features



My Input

B2B Marketing Strategy

Content Strategy

Socail Media Posting

Account Management

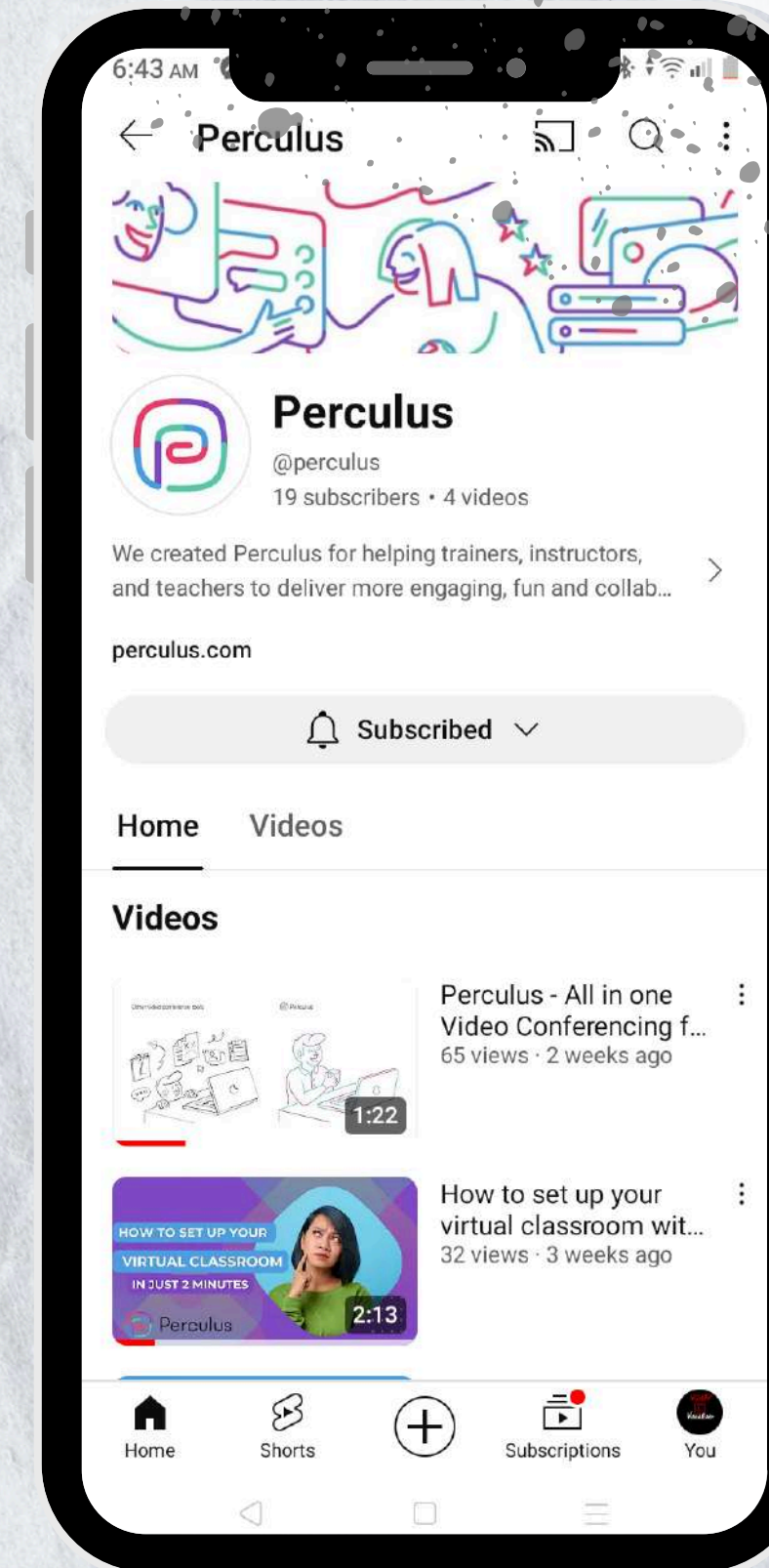
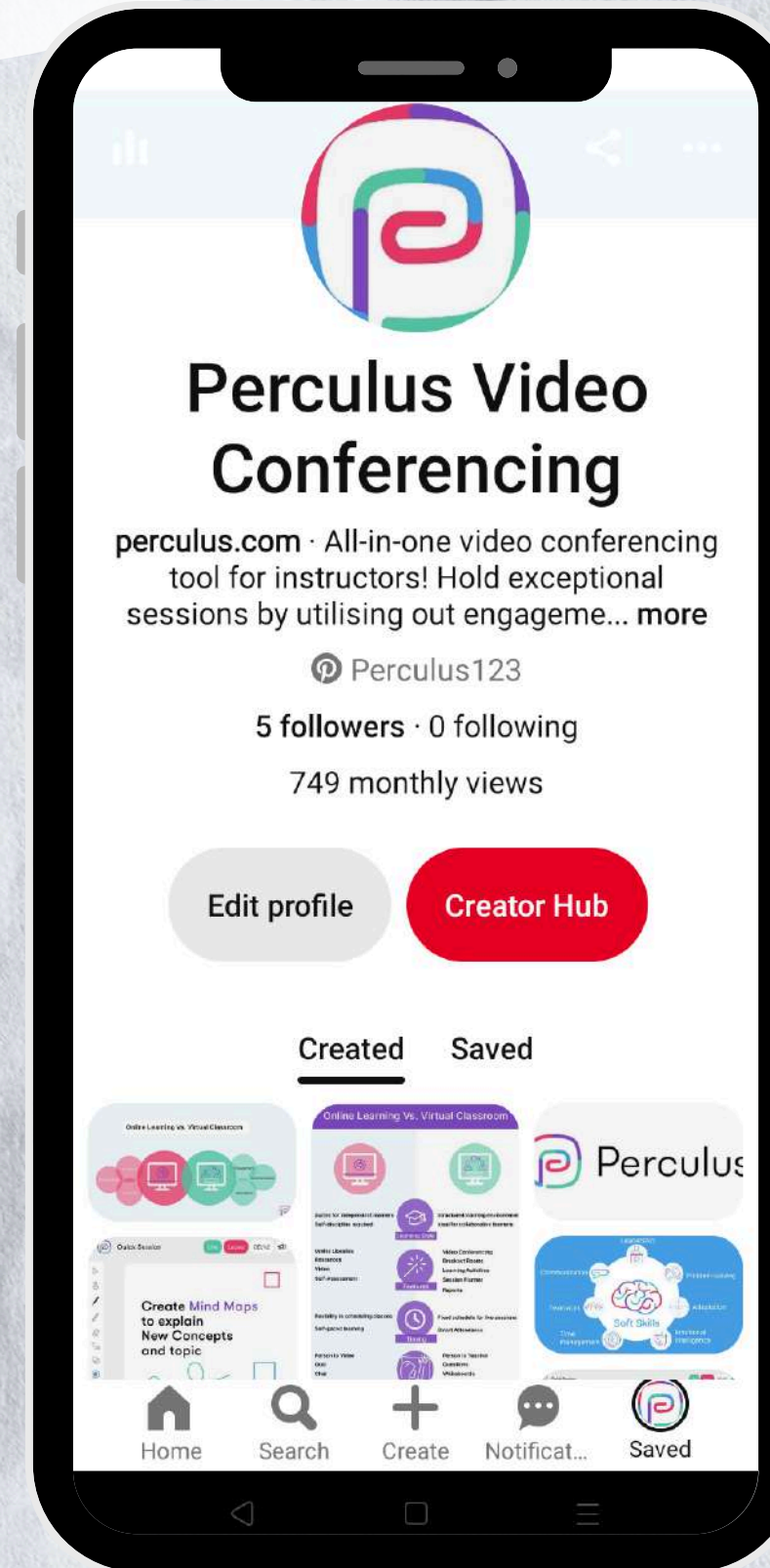
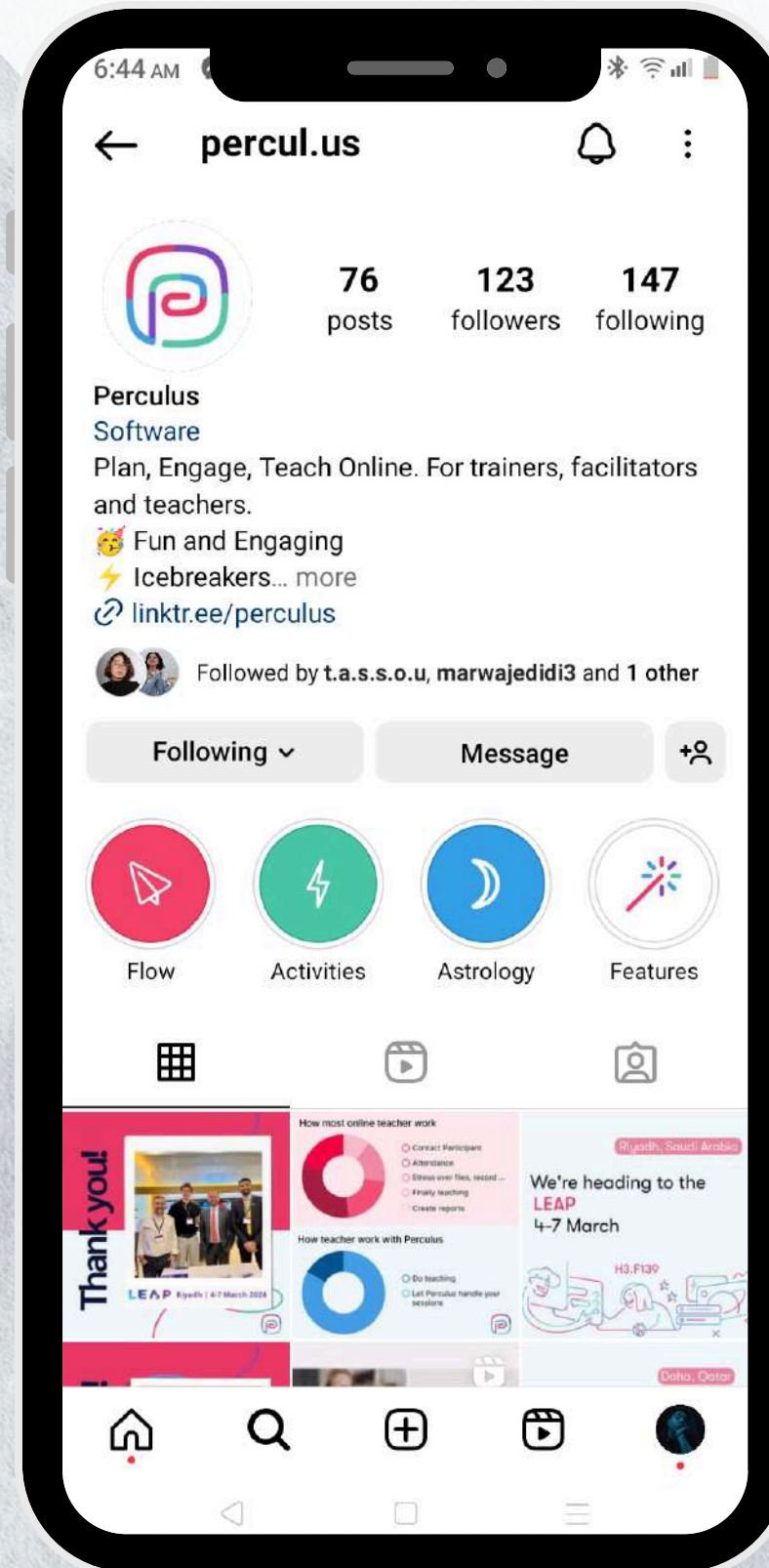
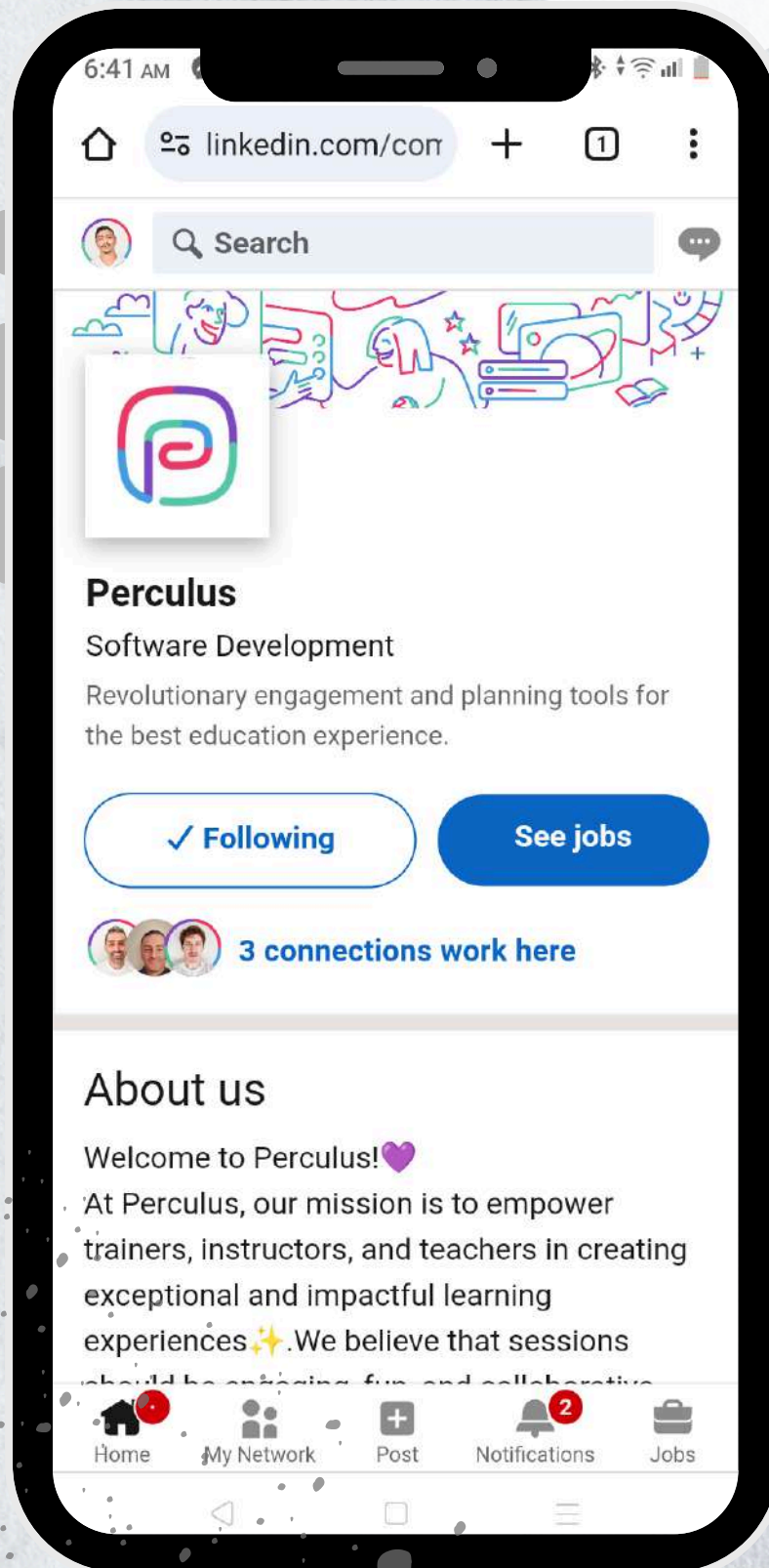
LinkedIn Ads

Result

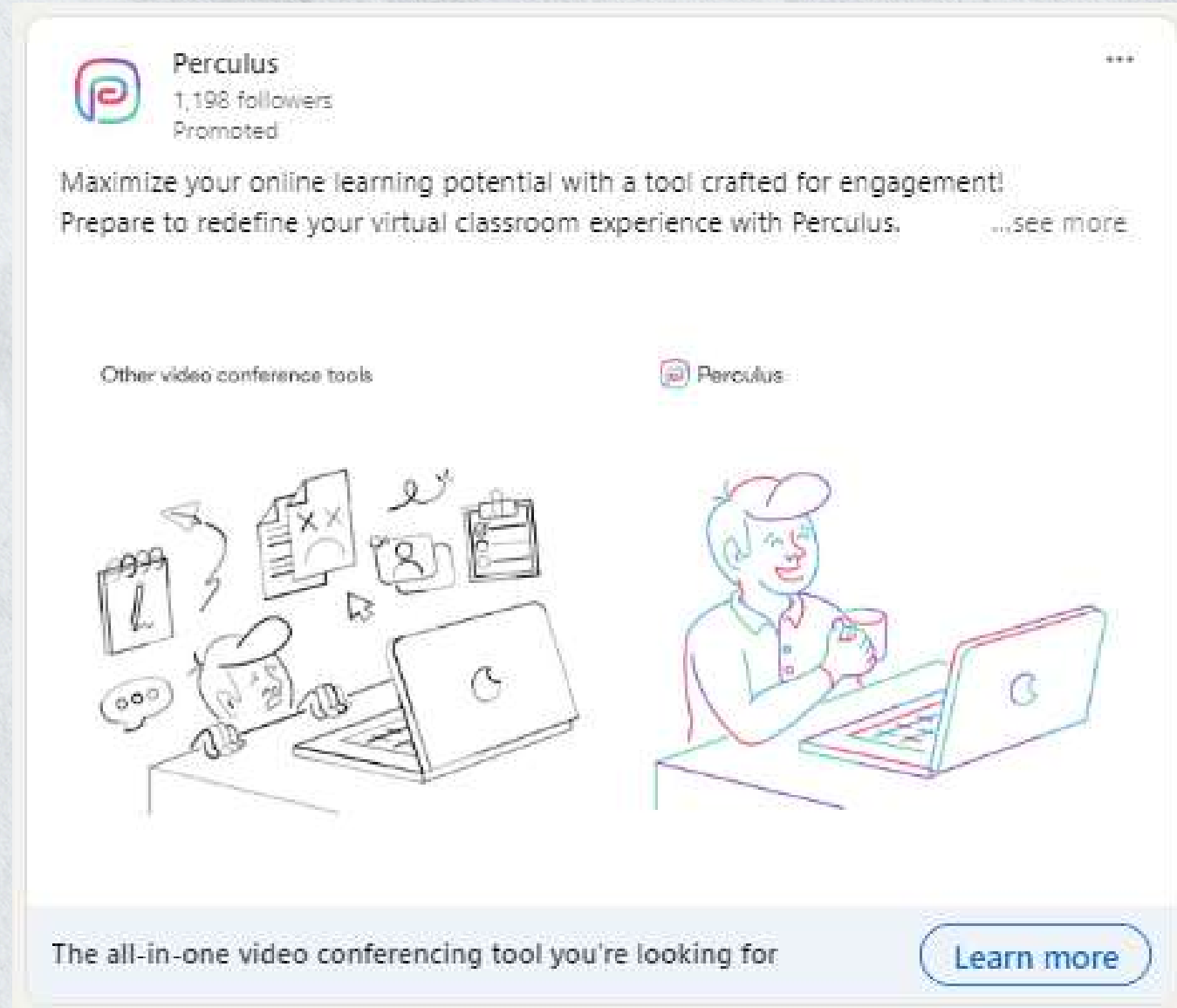
Brand Awerness

Encrease sales by 60%

over 2k follwers in one Month in facebook



LinkedIn Ads



Performance

566 Engagements	13,584	566	\$0.27	\$150.00
Key Results	Impressions	Clicks	Cost Per Key Result	Spend

Creative name	Impressions	CTR	Key Results
 Discover Perculus ID: 364334263 · Document ad	25,149	4.08%	12,263 Reach

I spearheaded a dynamic LinkedIn advertising campaign, strategically crafting two distinct ads tailored to different goals: awareness and engagement. The results speak volumes about our campaign's effectiveness:

Awareness :

- Impressions: 38,733
- Clicks: 1,592

Engagement :

- Followers gained: 356
- Engagement (likes, comments, shares): 75

Learning Industry

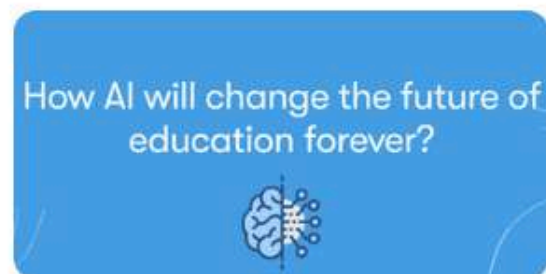
Video Conferencing Software for Education in 2024

Whether you are a teacher, instructor, Trainer or just someone who needs video conferencing for his organization, Don't worry; you are in the right place. In this article, we will try to cover everything you need to know about video conferencing.

Bassem Nouar - December 6, 2023



Recent



Learning Industry

How AI will change the future of education forever

Since the emergence of artificial intelligence, it has been sticking its nose into all fields such as marketing, design, accounting, and others, but it...

[Read More](#)



Learning Industry

Online Learning Vs Virtual Classroom

The field of education and methods for handling it have undergone a revolution due to the advancement of technology, particularly in rece...

[Read More](#)



Howto Guides

Live Teaching by video Conference: Use of Perculus

Live teaching by video conference has become an essential tool for educators and students worldwide. With the advent of technology, it has...

[Read More](#)

Monthly Blogs : 9 Total

Total Website Only Blogs Traffic : 2,293

Keywords : E-Learning / Online Teaching / Video Conference...

Video Conferencing Software for Education in 2024

All Images Videos News Shopping More

About 1,400,000,000 results (0.44 seconds)

LinkedIn - Perculus
5 reactions · 2 months ago

The Ultimate Guide to Video Conferencing Software for ...

The Ultimate Guide to Video Conferencing Software for Education in 2024.

Medium - Bassemnour
4 likes · 3 months ago

The Ultimate Guide to Video Conferencing Software for ...

Top 7 Video Conferencing Software for Education: · Perculus · Zoom · BigBlueButton ...



NEWSLETTER

Learning with Perculus

Weekly Updates, News about Teaching, EdTech, Tutor and Virtual Classroom:

By Perculus
1,198 followers

Published weekly
668 subscribers

Article totals

Data for 3/26/2023 - 3/24/2024

3,589
Impressions

73
Engagements

1,155
Article views

Frechka

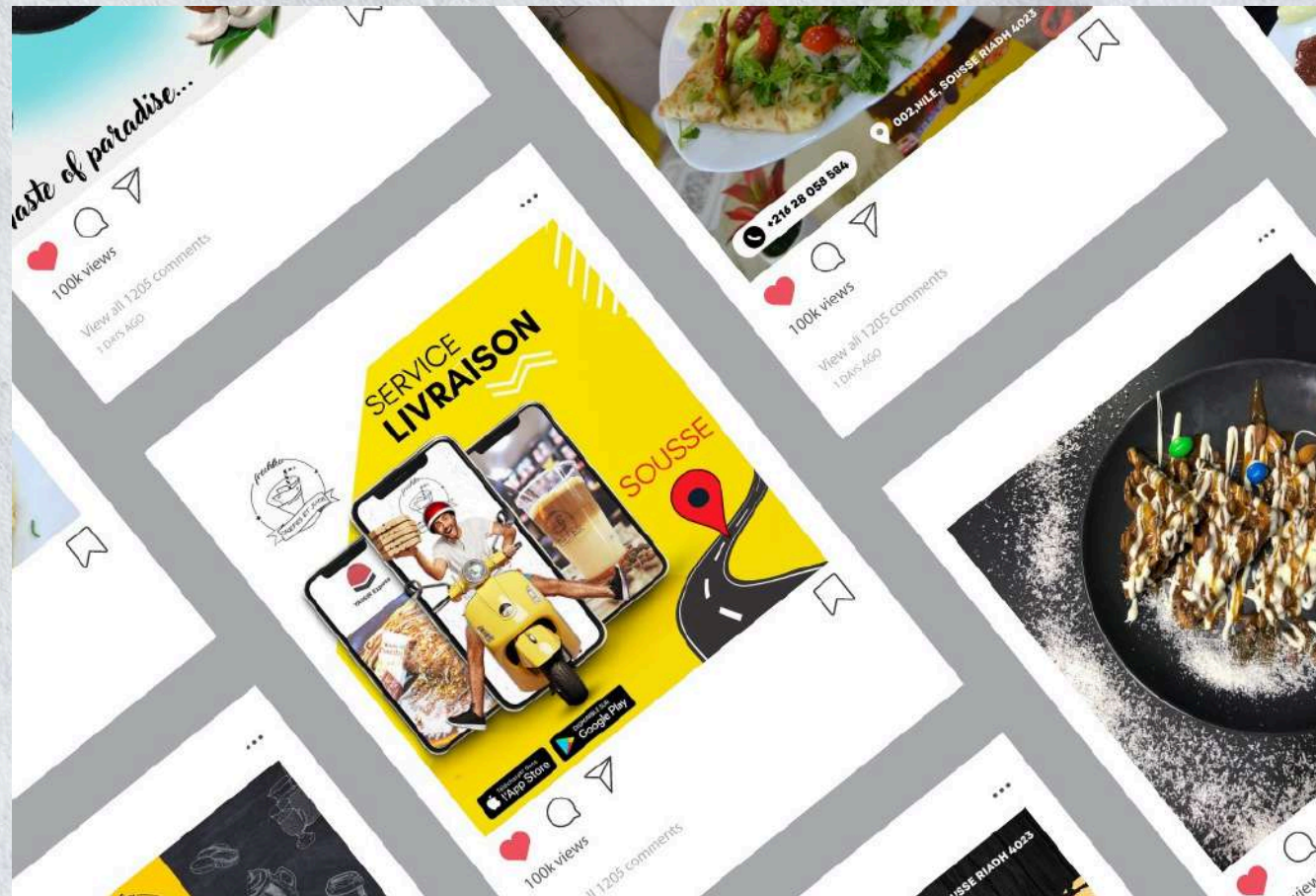
Field

Coffee shop

Time Line

JANUARY 5, 2023

Launching Frechka Coffee Shop, I had a tight two-month deadline to craft its visual identity, logo, menu, and decor, followed by an all-encompassing marketing strategy to ensure a successful debut.



Posting on social media

My Input

Visual Identity

Content Strategy

Socail Media Posting

Account Management

Advertising

Result

Brand Awerness in the City

Encrease sales by 60%

*over 2k follwers in one Month
in facebook*



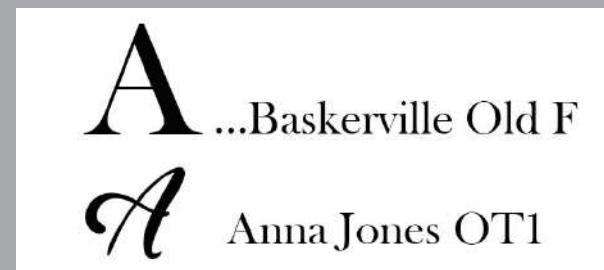
META Accounts



Logo



Business Card

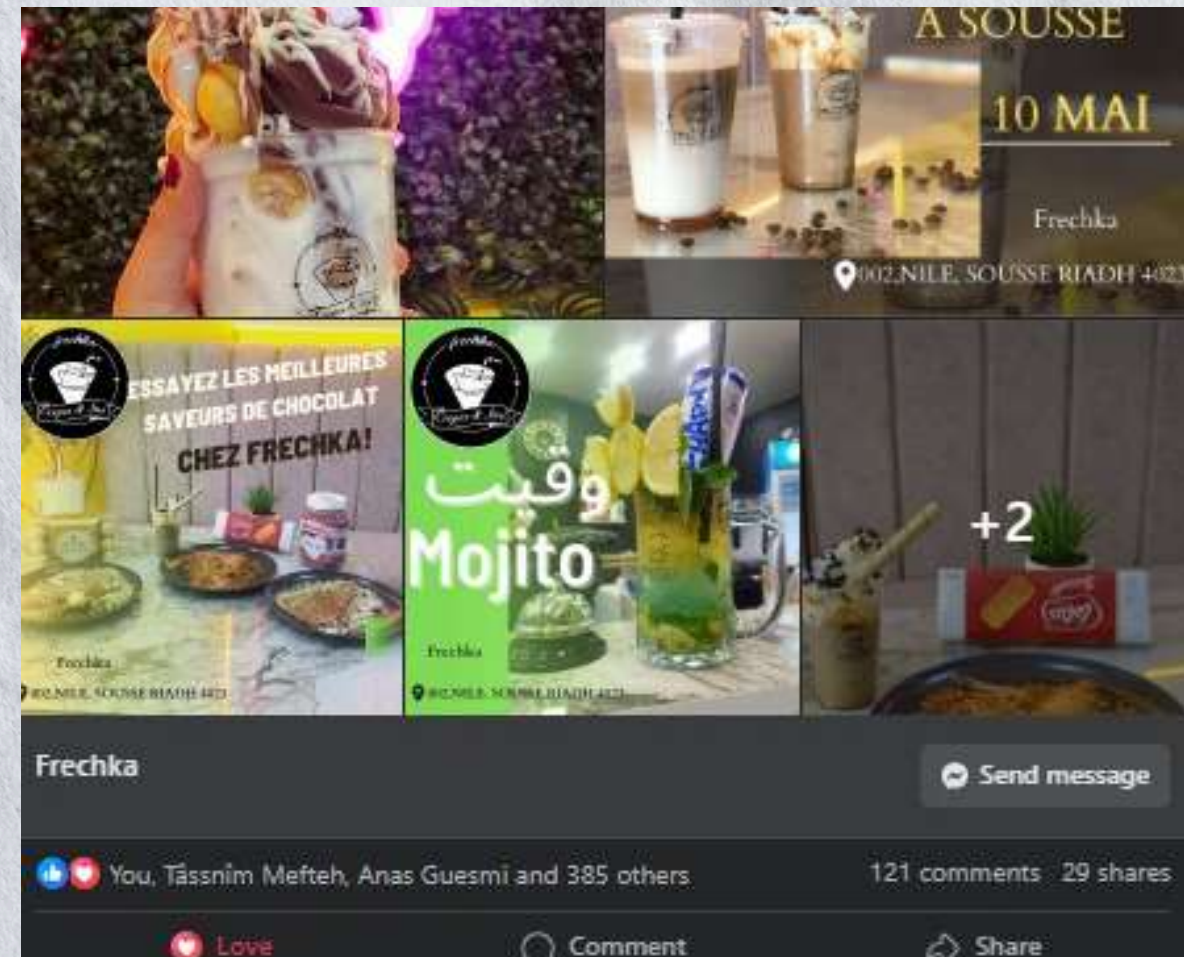


Typography



Color Palette Guidelines

Celebrating remarkable KPIs from our successful Facebook ad campaign for Frechka Coffee Shop: 385 reactions, 29 shares, 121 comments, and an impressive reach of over 55,000, all achieved at an efficient cost of just \$25 (7 days).



Facebook ads



Brand identity



Menu

VIVIA

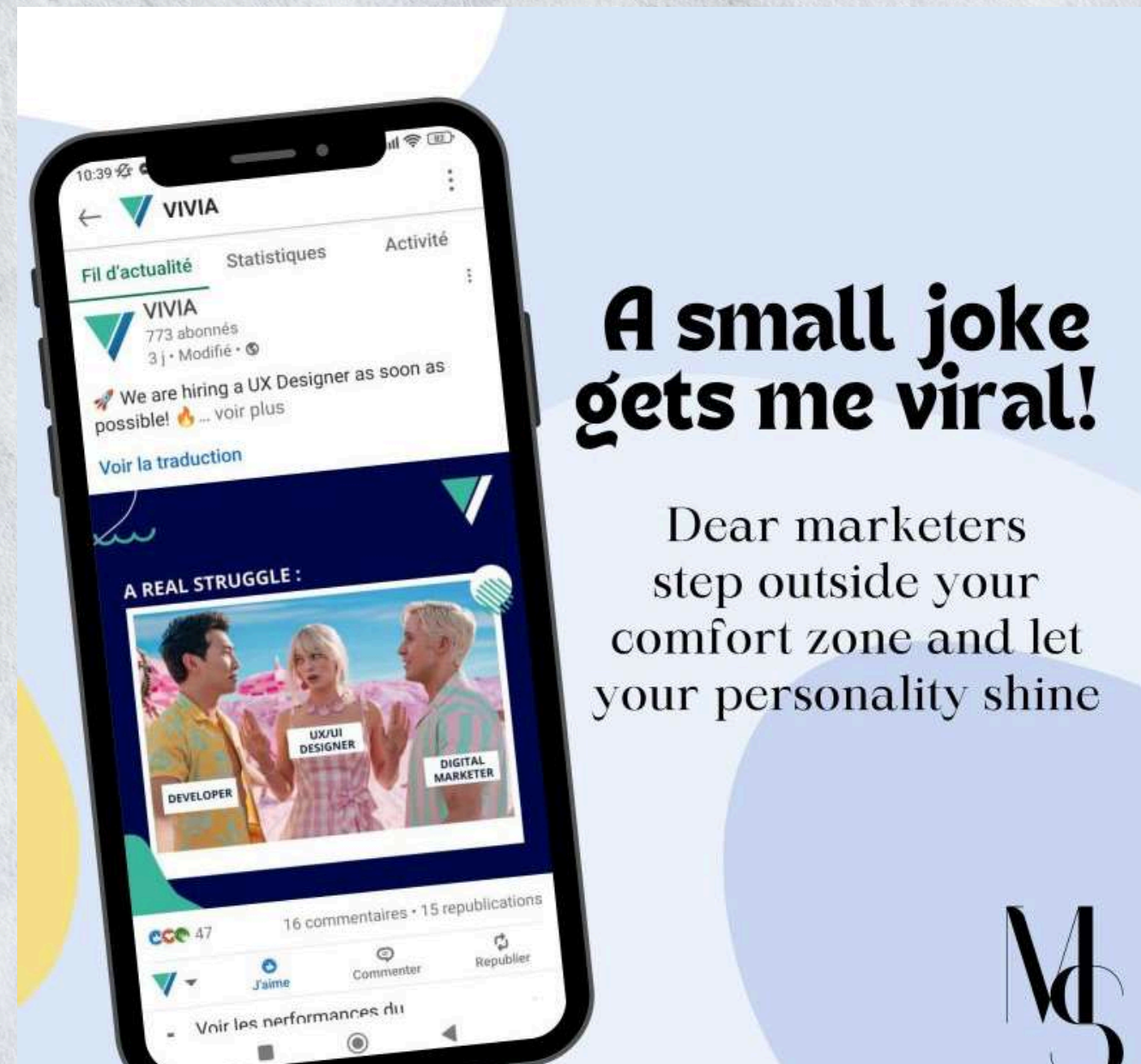
Field

Software Devlpoement

Time Line

JANUARY 5, 2023

The goal of Vivia Startup is to revolutionize how we live and work with machines and improve our lives by taking full advantage of the new AI wave



My Input

B2B Marketing Strategy

Content Strategy

Socail Media Posting

Result

Get first 1k on LinkedIn

Encrise engagemet by 15%

Go Viral on LinkedIn Feed by Organic creative copy



HPCS

Field

Oil & Gaz

Time Line

01/06/2024 - 31/07/2024

Hadrumet Petrochem's Solutions (HPCS) provides high-quality industrial equipment worldwide for various fields such as oil and gas, They want for me to build a digital presence. That way i had to create a website, LinkedIn profile a meta account and branding element like logo a color chart, etc

My Input

Create a website (wordpress)

Visiting cart

Socail media account (linkedin , Meta)

Content Management

Content writing



Thank You

—

Contact | bassemnouar2@gmail.com

+216 26 190 130

Tunisia, Sousse