

PHAEDRA TABIB

Graphic Designer and Content Creator | Digital Marketing and Social Media

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PROFESSIONAL SUMMARY

Graphic designer and content creator specializing in digital marketing and social media, studying graphic design at Collège La Cité. I create visual identities, Instagram and Facebook content and Meta Ads campaigns for fitness, wellness and food brands: about 440,000 accounts reached per month, €4,000 ad budget managed, communities grown to 10,000+ followers. Adobe and Meta certified.

SKILLS

Marketing: Content creation, social media management (Instagram, Facebook), content strategy, community management, Meta Ads, visual storytelling, performance tracking

Design: Branding and visual identity, brand guidelines, art direction, layout, typography, print and digital collateral, video editing (Reels), product photography

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Canva Pro, CapCut, Meta Business Suite; generative AI: ChatGPT, Claude, Higgsfield

Languages: French (fluent) | English (intermediate) | Arabic (basic)

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer and Content Creator

Jan 2026 – present

Pilates Performer, Rueil-Malmaison, France (remote)

- Created the studio's entire visual identity and branding (brand guidelines, art direction, print materials including its brochure) for a consistent, premium image.
- Produced one piece of Instagram content per day following a wellness editorial line, reaching about 440,000 accounts per month and 2,400+ followers.
- Managed Meta Ads campaigns end to end (creative, targeting, performance tracking) with a €4,000 budget.

Graphic Designer and Content Creator

Jan 2024 – Dec 2024

Gym Bardo, Bardo, Tunisia

- Led end-to-end visual communication for the gym (posts, stories, Reels, campaign materials) in line with brand guidelines.
- Grew the community to 10,000+ followers through a visual marketing strategy built on storytelling and format optimization.
- Produced and edited mobile-first Reels aligned with trends, reaching up to 6,000 views per video.

Content Creator

Jan 2023 – Dec 2023

Bro's Coffee, Tunis, Tunisia

- Launched the café's Instagram presence from scratch (visual style, templates, product photos), reaching 200 followers in 1 month with 30 posts.
- Designed Reels (up to 3,000 views), posters and promotional materials (offers, menus, events).

Graphic Design Intern

Feb 2022 – Mar 2022

L'Agence Parisienne Des Talents, Les Berges du Lac, Tunis, Tunisia

- Created branding mockups (logos, posters, mini brand guidelines) within a marketing and tech team, under the supervision of professional designers.
- Presented final work to a 3-member jury and earned the highest possible grade (100%).

PORTFOLIO PROJECTS

BOOM: energy drink brand (identity, cans, campaign). **TENNIS:** design and layout of a themed magazine. **Charlotte Macarons:** visual identity and brand materials for a macaron brand. **Vinyl:** series of three album covers ("Chromatic Soul", "No Light Before Morning").

EDUCATION AND CERTIFICATIONS

Graphic Design, ranked 1st in cohort

2025 – present

Collège La Cité, Ottawa, Canada

Adobe (graphic design) and Meta (digital marketing) certified training

2024 – 2025

GOMYCODE, Tunis, Tunisia

French Baccalaureate, with honours

2025

École Internationale de Tunis, Tunis, Tunisia