



MARWA BEN EL KILANI

STRATEGIC COMMUNICATIONS | BRAND STRATEGY | REPUTATION, INFLUENCE & ENGAGEMENT



36 years old
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Global Communication Strategy Director, I shape brand images that matter and drive real value. I design communication strategies that clarify who you are, what you stand for, and why your brand deserves attention.

I craft strong, coherent and memorable narratives that activate the right audiences, build trust and fuel business performance. Clear vision, sharp storytelling and a well-orchestrated presence, turning brand image into a true growth engine.

EXPERIENCES

BUSINESS DIRECTOR - INFLUENCER MARKETING



Ykone Morocco - Since November 2025

Leading YKONE's growth in Morocco. I oversee key clients, develop data driven influencer strategies and guide the Casablanca team to deliver premium campaigns tailored to the Moroccan market.

PART TIME LECTURER - BRAND CULTURE



Com sup - September 2025 to June 2026

- Guiding students through the art and strategy of Brand Culture where storytelling meets business.
- Exploring how brands express identity, emotion, and social impact.
- Bringing real-life experience from marketing, communication, and influence strategy into the classroom.

REGIONAL COMMUNICATION & ENGAGEMENT DIRECTOR



Orange Middle East and Africa - September 2021 to August 2025

- Led the design and implementation of a regional communication and engagement strategy across 17 countries in Africa & the Middle East
- **External Campaign Leadership:** I actively contribute to the conception and rollout of high-visibility digital campaigns that showcase Orange's commitment to solidarity and responsible innovation—spanning themes such as environmental sustainability and digital inclusion.
- **Strategic Content Creation & Social Media Management:** I produce compelling multi-channel content to amplify Orange's commitments (internally and externally) through social media campaigns, editorial series, live programming, and gamified experiences. This storytelling approach significantly enhanced visibility and emotional resonance around Orange's societal and environmental priorities.
- **Societal Engagement & Brand Reputation:** Launched and continue to lead Orange Engage for Change, a flagship societal engagement platform that strengthens Orange's external image across the Africa & Middle East region. The program highlights employee involvement in high-impact community initiatives, positioning Orange as a purpose-driven brand deeply rooted in local realities.
- **Internal Communications:** I craft and deploy internal communication strategies tailored to Orange MEA's diverse regional footprint. By integrating interactive formats and human-centered storytelling, I ensure employees remain aligned with corporate priorities while fostering a shared sense of purpose.

- **Employee Advocacy:** I design and scale employee advocacy initiatives to transform staff into credible brand ambassadors. These programs cultivated a strong culture of engagement and digital influence, reinforcing Orange MEA's external narrative and internal cohesion.
- **Corporate Events:** I spearhead the design and delivery of impactful corporate events that reinforced Orange's employer brand and external presence, while driving strategic alignment across departments.
- **Cross-Functional Collaboration:** I build strong collaborative frameworks with regional teams in HR, CSR, Marketing, Innovation, and Commercial Comms to ensure unified messaging and a consistent brand experience across all touchpoints.
- **Crisis Communication & Reputation Management:** I contribute to proactive reputation management strategies, ensuring Orange's brand integrity remained protected during sensitive moments through agile communication responses and risk mitigation planning.

INTERNAL COMMUNICATION AND EMPLOYER BRANDING MANAGER



Orange Tunisia - April 2016 to August 2021

- **Employee Advocacy & Branding:** Developing and executing employer branding strategies and campaigns. Work closely with the Talent Acquisition department to target and leverage our employer branding efforts to attract and retain top talent for our growing organization.
- **Strategy and Content Creation:** Developing internal and external content (web series, gamification, live programs) to engage employees and mobilize them around our objectives.
- Collaborating with the Digital Marketing team to produce engaging external content.

STRATEGIC COMMUNICATION CONSULTANT FOR NGOS

NGOs - Since December 2024

- **Strategic Planning:** Development of tailored communication strategies that amplify the impact of NGO missions through digital media and innovative storytelling.
- **Digital Transformation:** Guidance on leveraging digital platforms, tools, and channels to enhance outreach, engagement, and visibility of NGO initiatives.
- **Content Creation:** Crafting compelling, values-driven content that resonates with diverse audiences and drives meaningful action.
- **Impactful Campaigns:** Designing and executing campaigns that create measurable social impact, with a focus on community engagement and donor support.
- **Capacity Building:** Training NGO teams to utilize digital media effectively, ensuring sustainable communication practices.
- **Performance Optimization:** Monitoring and analyzing campaign results to optimize strategies and enhance the overall impact.

PROMOTION & PARTNERSHIPS MANAGER

Romain Rio Hotels - July 2015 to March 2016 - Full-time - Paris - France



- Targeting, identification and prospection of potential partners
- Negotiation and signature of partnership agreements
- Analyze the results to evaluate the performance and profitability of each agreement
- Implementation of marketing strategy
- Creation of communication supports

COMMUNICATION AND PROMOTION ASSISTANT

CCI Paris Ile-de-France - October 2014 to June 2015 - Temporary Work - PARIS - France



- Digital content creation
- Participating in the Marketing Strategy Elaboration
- Participating in the development of the digital communication strategy

FRONT DESK

Groupe : Les hotels de Paris - August 2010 to December 2015 - Part-time - Paris - France



SKILLS

LANGUAGES

- English ★★★★★
- French ★★★★★
- Arabic ★★★★★
- Spanish ★★☆☆☆

AI & DIGITAL

ChatGPT, Claude, Gemini ★★★★☆

PRODUCTIVITY

Microsoft Office Suite, Google Workspace ★★★★★

CREATIVE TOOLS

- Canva ★★★★★
- Capcut ★★★★☆
- Adobe Photoshop, Illustrator, ★★★☆☆

EDUCATION

- **March 2024 to July 2024** - CFPJ - Social Media Manager
- **October 2013 to September 2015** - Narratiiv - Paris - Master 1 & 2 Communication Marketing & Communication Manager
- - Narratiiv - Paris - Bachelor Communication
- **September 2008 to June 2011** - Université Pierre & Marie Curie - Paris 6 - Computer Sciences License
- **September 2007 to June 2008** - Lycée Rue de Russie - Tunis - Bacalaurate - Computer Sciences

INTERESTS

ASSOCIATIVE LIFE

- 2024: NGO Vozama, Madagascar – French tutoring for preschool students
- 2023 - 2024: Engagement with charitable associations in Morocco to support underprivileged children.
- 2015 - 2016: French tutoring for Syrian, Afghan, and Sudanese refugees in Paris – Sciences Po Refugee Help

SPORTS & ADVENTURES

- PADI Diver (Red Sea, Atlantic & Indian Ocean)
- Summit ascents: Mount Toubkal (Morocco) and Mount Kilimanjaro (Tanzania).
- Sports: Former swimming champion in Tunisia, currently practicing CrossFit & Running

ARTS

I have a deep appreciation for the performing arts and regularly attend plays, musicals, and other theatrical performances to immerse myself in different storytelling mediums.

TRAVEL ENTHUSIAST

Exploring diverse cultures, cuisines, and landscapes around the world fuels my curiosity and broadens my perspective on life. I have lived in 3 countries and visited 15.