Mouad Rahib

Freelance Creative Strategist and Media Buyer, Meta Ads and Growth Marketing

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SUMMARY

Creative strategist and media buyer. I write, produce and run Meta ads (static, carousel, video, UGC) for DTC brands and agencies, in markets across 4 continents. Also Shopify, Klaviyo, tracking and AI routines. Focused on long-term partnerships.

- €17,900+ in ad spend managed (Meta and Google Ads).
- 3,200+ leads generated across 10 countries.
- €2.50 to €5 per B2B lead, depending on the country, on test budgets.
- 1,000+ creatives (visuals, videos, landing pages) in 7 languages: French, English, Italian, German, Spanish, Arabic, Polish. Markets on 4 continents.

EXPERIENCE

Creative Strategist and Media Buyer, Fikrascale
Freelance, remote | October 2026 to present

- Meta ad creative: statics, carousels, videos and UGC, with angles, hooks and copy.
- Meta lead campaigns: instant forms, audience tests, weekly reporting.
- UGC scripts and shoot direction with real on-camera talent, alongside agencies. AI UGC with Higgsfield and Arcads.

Applied AI for Marketing, Self-Directed Program
Self-directed, remote | September 2025 to October 2026

- Applied project: Apex, my own brand, used as a test bed for my AI routines.
- AI UGC for a test brand (France): Higgsfield, ElevenLabs, scripts and angle variations.
- Conversion funnels tested: Meta ad, landing page, email capture, checkout, post-purchase.
- Custom Shopify store, Klaviyo flows, Google Ads, Google Merchant Center, SEO and GA4.
- AI agents, automated routines, MCP and connectors for production and KPI tracking.

Digital Marketing Project Manager, Madintec
Work-study, La Rochelle, France | September 2024 to August 2025

- Ran digital marketing and Meta lead acquisition campaigns.
- Created multilingual feed and Stories visuals; produced monthly performance reports.
- Blog and social media content, email campaigns.

Poster Designer, Etsy Shop
Freelance, remote | February 2024 to June 2025

- Designed posters and digital products; handled visual direction and shop management.

Media Buyer and Video Creative, Cash-on-Delivery E-commerce
Freelance, remote (Gulf, then Poland) | December 2023 to September 2024

- Built an affiliate e-commerce channel in the Gulf: Saudi Arabia, UAE, Kuwait, Qatar.
- Tested the same model in Europe (Poland), with ads in Polish.
- Wrote scripts, directed voiceovers and edited video ads in CapCut; built stores and landing pages on YouCan and Shopify.
- Defined angles and analyzed KPIs in Business Manager: CTR, CPM, CPL.

Digital Marketing Lead, Thawr Limited
Fixed-term contract, La Rochelle, France | June 2023 to April 2024

- TikTok and Instagram social media strategy, content creation and editorial planning.
- Website management, SEO and reporting; managed two sales reps.

EDUCATION

MSc Digital Marketing and Collaborative Strategies, Excelia, La Rochelle | 2024 to 2025
Master in Management (Grande École), Marketing and Sales Management, Excelia, La Rochelle | 2021 to 2023
Bachelor in Sales Management, Excelia, La Rochelle | 2019 to 2020
Diploma in Business and Operations Management, École Française des Affaires, Morocco | 2017 to 2019

SKILLS

Acquisition: Meta Ads, Google Ads, growth marketing, lead generation, A/B testing, conversion funnels.
Creative: creative strategy, art direction, UGC, copywriting, video scripts, Canva, CapCut.
Social media: Instagram, TikTok, Facebook, editorial strategy, content calendar, newsletters.
E-commerce and tools: Shopify, YouCan, Klaviyo, GA4, Search Console, Business Manager, Higgsfield, Arcads, AI agents.

LANGUAGES

French: native | Arabic: native | English: fluent | Russian: intermediate