



Marwa Ben El Kilani

Connector of People & Purpose | Social Media & Societal Engagement

35 years old
Driving License
✉ benelkilani@gmail.com



An accomplished director in Communication & Engagement, specializing in Employer Branding, Societal Impact, and Internal Communication. I am driven by a passion for connecting individuals to shared goals and strengthening social responsibility. By fostering initiatives that bridge internal and external audiences through authentic storytelling, impactful content, and digital engagement, I create meaningful connections and promote positive change within organizations, particularly in the vibrant regions of Africa and the Middle East.

Experiences

Communication & Engagement Director

Orange Middle East and Africa - Since September 2021



- ▶ Societal Engagement: Launch of the Orange Engage for Change platform/program, designed to enhance Orange's image in the region by showcasing employee involvement in high-impact societal projects and fostering a deeper connection with local communities.
- ▶ Content creation : Development of engaging content across various platforms (internal and external), including social media campaigns, web series, live programs, gamification initiatives
- ▶ Employee Advocacy: Creating and nurturing employee advocacy programs/campaigns that empower employees to become influential brand ambassadors. Fostering a culture of shared purpose and amplifying Orange MEA's message in the digital landscape.
- ▶ Active participation in the design and production of external digital campaigns highlighting Orange's commitment to solidarity and corporate responsibility (Environmental campaign, digital inclusion campaign, etc.).
- ▶ Internal Communication : Developing and executing comprehensive internal communication strategies that resonate with Orange MEA's diverse workforce. By leveraging innovative channels and storytelling techniques, I ensure that employees feel informed, inspired, and connected to the company's strategic objectives.
- ▶ Corporate Events: Conceptualizing, planning, and executing impactful corporate events.
- ▶ Cross-Functional Collaboration: Fostering strong relationships with cross-functional teams in Africa & the Middle East, including HR, Marketing, CSR, Innovation, and Commercial Communications, to ensure the seamless integration of messaging and initiatives.
- ▶ Crisis Communication & Reputation Management to protect brand reputation

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.

Skills

Languages

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

Communication

- ▶ Communication strategy ★★★★★
- ▶ Digital strategy ★★★★★
- ▶ Content Strategy ★★★★★
- ▶ Corporate Branding ★★★★★
- ▶ Public Speaking ★★★★★
- ▶ Project Management ★★★★★
- ▶ Branding ★★★★★☆

PR & Events

- ▶ Event Planning ★★★★★
- ▶ Public Relations ★★★★★☆

IT

- ▶ JavaScript, Html, MySQL ★★★★★☆
- ▶ Photoshop/Fireworks/illustrator ★★★★★☆
- ▶ MS office ★★★★★

- 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.

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.

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

Education

Social Media Manager

CFPJ

March 2024 to July 2024

Master 1 & 2 Communication

Narratiiv - Paris

October 2013 to September 2015

Title : Marketing & Communication Manager

<https://www.narratiiv.school/>

Editorial & Digital Communication

Project Management

Copywriting

Media & Events

Bachelor Communication

Narratiiv - Paris

<https://www.narratiiv.school/>

Computer Sciences License

Université Pierre & Marie Curie - Paris 6

September 2008 to June 2011

Baccalaureate - Computer Sciences

Lycée Rue de Russie - Tunis

September 2007 to June 2008

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
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Sports & Adventures

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