

Internal Communication, Content Strategy & Employee Advocacy expert



Mon blog



Twitter

I am an accomplished Internal Communication, Content Strategy, and Employee Advocacy Director with a passion for creating meaningful connections and driving positive change within organizations operating in the dynamic regions of Europe, Africa and the Middle East.

33 years old

Casablanca Morocco

benelkilani@gmail.com

Experiences

Internal Communication & Employees engagement Director



Orange Middle East and Africa - Since September 2021

Internal Communication Strategy: 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.

Content Strategy & Creation: Developing compelling and audience-centric content across various platforms (Internal & External).

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 through engagement activities and social advocacy campaigns.

Cross-Functional Collaboration: Fostering strong relationships with cross-functional teams in Africa & the Middle East, including HR, Marketing, CSR, Innovation, and Corporate Communications, to ensure the seamless integration of messaging and initiatives.

Internal Communication and Employer Branding Manager



Orange Tunisia - Since July 2016

- Employee Adbocacy & Branding
 - Developing and executing employer branding strategy & campaigns
 - Work closely with the Talent Acquisition department to target and leverage our employer branding efforts to attract and retain top talent required for our growing organization
 - Creating opportunities to engage employees in employment branding efforts
 - Collaborating with Digital Marketing to produce engaging external content
- Content Strategy & Creation : Developing internal & external (internal instagram Account) content for employees

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 

Communication

- ▶ Communication strategy 
- ▶ Branding 
- ▶ Project Management 
- ▶ Digital strategy 
- ▶ Content Strategy 
- ▶ Corporate Branding 

Event planning

- ▶ Event Planning 

IT

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

Marketing

- ▶ Marketing Strategy 
- ▶ Commercial negotiation 
- ▶ Web Marketing 

Education

Master 2 Communication

International Institut of Communication - Paris

October 2014 to September 2015

Marketing & Communication Manager

Computer License

UPMC

September 2008 to June 2011

Baccalaureate - Computer Sciences

Lycée Rue de Russie - Tunis

September 2007 to June 2008

Interests

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.

Sports

Seeking out new experiences and challenges, whether it's trying unique cuisines, embarking on hiking expeditions, or engaging in adrenaline-pumping activities.

Associative life

- Monitoring of municipal elections in 2018 and presidential elections in 2019 with Mourakiboun
 - Tutoring classes in French for Syrian, Afghan, and Sudanese refugees in Paris
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Travel Enthusiast

Exploring diverse cultures, cuisines, and landscapes around the world fuels my curiosity and broadens my perspective on life.
