

CONTACT DETAILS

 +212 600-904013

 <https://slmatelier.neocities.org/index-fr>

 Marrakech

LANGUAGES

French Francophone
Arabic Native Language
English Certification C1

SKILLS

- Advanced use of digital tools and Adobe programs.
- Strong communication abilities in French, both spoken and written. Design of different visual materials (logos, brochures, posters, digital content) with Photoshop, Illustrator, and InDesign.
- Clear, detailed client presentations for creative concepts and projects.

EDUCATION

École supérieure des arts visuels
Graphic and digital design I L3
bachelors - Marrakech 2022 - 2025

Université de lorraine
Plastic arts L1 2020 - 2022

Lycée français blaise pascal
Terminale ES option arts plastiques
Mention bien
Gabon - Libreville 2013 - 2020

INTERESTS

Cooking
Travelling
Hiking
Reading
Gardening

Salma BOUNAJI

Graphic Designer | Market Research | Visual Communication

Passionate about graphic design and communication, I'm eager to apply my client-relations skills and my design expertise in a role within a communication agency. With three years of training in design, I've gained solid experience across various creative tools. My goal is to continue growing as a graphic designer while bringing added value to the company through my experience and communication skills.

PROFESSIONAL EXPERIENCE

Independent Freelancer 2022 -Now
Freelance Graphic Designer – Marrakech

- Painting
- Digital drawing
- Real estate photography and booking listings for booking.com and Airbnb
- Managing client relations with online clients, including communication of requirements and feedback
- Meeting deadlines and managing time efficiently to deliver high-quality projects
- Contract negotiation and invoicing management.

Callson JULY 2025 - SEPTEMBER 2025
Telephone Surveyor – Marrakech

- Conducting B2B and B2C phone surveys for statistics and market research
- Engaging with various respondent profiles to gather relevant data
- Applying strong communication skills to ensure respectful and effective data collection
- Using specialized software to manage surveys and process data
- Developing market analysis skills and understanding consumer behavior, useful for creating visual communication campaigns.

Intern at Eysi MAY 2024 - JULY 2024
Graphic Designer – Marrakech
Graphic designer and client communication coordinator

- Working closely with clients to understand their needs and offer creative solutions
- Taking part in regular meetings with clients to discuss projects, gather feedback, and adjust designs
- Creating various visual materials such as logos, brochures, posters, and digital content
- Managing multiple projects at once while meeting deadlines and ensuring client satisfaction
- Presenting concepts and projects to clients with clear explanations to support understanding and approval.