

Ouiam Benchamach

BRAND & MARKETING SPECIALIST



+31640139303

ouiambencha@hotmail.com

www.ouiam.me

The Hague, The Netherlands

EDUCATION

MSc Marketing Management
Rotterdam School of Management
2020-2021

BSc International Business

Administrations
Rotterdam School of Management
2017-2020

Study Exchange
Korea University
2019-2020

CERTIFICATIONS

- Fundamentals of digital marketing – Google Digital Academy [[credential](#)]
- Event Marketing Expert – Eventbrite Academy [[credential](#)]
- Build a Full Website using WordPress – Coursera [[credential](#)]

TOOLS

- Data & Market Analysis:** Nielsen, Power BI, Spotfire, Google Analytics, Excel (advanced)
- Campaign & Project Management:** Microsoft Office Suite, Google Workspace, SharePoint, HubSpot
- Design & Content:** Adobe Creative Suite, Canva, CapCut
- Digital:** HTML, WordPress, TikTok, Instagram

LANGUAGE

Dutch (native)
English (excellent | C2+)
French (fair | B1)
Korean (basic | A2)
German (basic | A2)

INVOLVEMENT

Winner JTI Make It Bright Challenge
Mentor Rotterdam School of Management
Program Director Student Representation
Volunteer Project Move

ABOUT ME

Marketing and brand management professional with 4+ years of experience in campaign execution, consumer insight analysis, product innovation, and cross-functional project management across FMCG and international environments. Background spans Tata Steel and Unilever, with hands-on experience translating consumer and market data into actionable brand strategies, managing product launches, briefing agencies, and maintaining brand consistency across all touchpoints. Independently developed full brand strategies for multiple global consumer brands.

PROFESSIONAL EXPERIENCE

Content Marketeer

Aug 2026 - Present

Beko Europe

Managing and optimising product content across retailer channels including Bol.com, MediaMarkt, and Coolblue. Coordinating asset localisation and content distribution across markets, acting as key contact between marketing, product management, and retail partners.

Inbound Chartering Manager

Oct 2024 - Dec 2025

Tata Steel Netherlands

Built a European benchmarking framework translating complex market data into strategic recommendations with a projected €32.9M commercial impact by 2030. Led 7 simultaneous cross-functional projects managing timelines, budgets, and stakeholder alignment while developing performance dashboards for senior leadership.

Improvement Consultant

Oct 2022 - Oct 2024

Tata Steel Netherlands

Led the full lifecycle of TSN's internal AI adoption programme from ideation through board approval and rollout with Microsoft. Built a demand forecasting algorithm improving accuracy by 72%. Designed and delivered internal marketing campaigns and managed agency relationships end-to-end.

Marketing Intern

Mar 2021 - Sep 2021

Unilever

Contributed to brand repositioning and portfolio innovation for European ice cream brands using Nielsen consumer data. Supported 360 campaign execution across European markets, managed packaging development from consumer insight to shelf-ready execution, and developed a European social media playbook.

Executive Relationship Manager

Oct 2018 - Jun 2019

Erasmus Centre for Entrepreneurship

Secured and managed external partnerships and sponsorships, aligning partner objectives with programme goals. Identified partnership opportunities and translated stakeholder needs into tailored proposals that increased engagement and visibility.

INDEPENDENT BRAND PROJECTS

Developed full brand strategies and campaign plans for L'Oréal Benelux (Gen Z activation across three brands), Hawaiian (complete product launch with €40k budget framework and 1.5M+ projected reach), Fenty Beauty (Caribbean market entry strategy), and Sol de Janeiro (audience gap analysis and content framework). Full portfolio at ouiam.me, built from scratch.