



M. TAMER MOUSSA

English | Arabic | German
Spanish (A2)

Digital Marketing & Communications specialist with 6+ years' experience across NGOs, startups, and international clients in Europe and MENA. Combining campaign strategy, paid social, content systems, and multimedia production to grow audiences and translate complex topics into clear digital communication.

- **Content strategy**
& production
- **Paid social**
advertising
- **Performance**
reporting
- **Campaign**
management
- **Stakeholder**
coordination
- **Multimedia**
production
- **Brand**
positioning
- **On-Brand**
Copywriting

DIGITAL MARKETING & COMMUNICATIONS LEAD

Caritas Zürich & KulturLegi ZH | Sept 2023 - Sept 2026 | Switzerland

Led digital strategy, calendar, campaigns, and multimedia across organic/paid social, web, and newsletters. Role expanded in 2025 to own KulturLegi ZH's full marketing & communications.

Key Responsibilities:

- Rebranding, channels strategy, and funnel optimisation, improving consistency, targeting, and performance.
- Campaigns & projects communications and visuals, including flagship project Eine Million Sterne Switzerland & Zürich.
- Multimedia, incl. 100-Year Film, YoungCaritas ZH 10-Year Film, photoshoots, keynote presentations, and event coverage.
- Integrating AI tools into marketing workflows and delivering internal workshops.

Achievements: +60% engagement, +95% follow conversions, and +200% link-click conversions YoY while halving paid media budget; highest web traffic among 26 Caritas organisations.

HEAD OF DESIGN & COMMUNICATIONS

Table Finder | May 2023 - May 2024 | United Arab Emirates & Egypt

Led design and communications, building the brand, product-facing assets, and owning the launch in Egypt and the UAE.

Key Responsibilities:

- Brand identity from startup concept to market-ready restaurant-tech platform.
- UX/UI for landing pages and app interfaces supporting launch, acquisition, and conversion.
- Pitch decks, TV adverts, digital campaigns, social content, merchandise, and print collateral.
- Partner-facing communications for restaurants, catering businesses, and Ramadan tent activations.

Achievements: 2500 App downloads and 15+ restaurant sign-ups; official partner of 10+ leading Ramadan (food) tents in 2024.

FOUNDER & CREATIVE DIRECTOR

Moussastudios | June 2020 - December 2024 | Europe & MENA

Ran a creative studio delivering branding, content, and digital communications for 10+ clients across tech, consumer products, education, and service sectors.

Key Responsibilities:

- Studio operations across acquisition, scoping, budgeting, timelines, and delivery. Overseeing creative quality and client feedback cycles.
- Built brand identities, communications systems, and marketing frameworks for startups and SMEs.
- Produced websites, social content, pitch decks, packaging, print, and multimedia assets.

Achievements: Managed 2 designers, client relationships, and budgets in 5 markets across 3 continents in 3 languages.

TOOLS

- Adobe Creative Suite
- Meta Business Suite
- Meta Ads Manager
- Generative AI Tools
- CleverReach
- Typo3 CMS
- Figma

EDUCATION & CERTIFICATES

- **2025 Meta-certified:**
Digital Marketing
- **2025 HubSpot-certified:**
Content Marketing
- **2020 Leeds School of Arts:**
BA (Hons) Architecture, First Class Honours. Published and awarded by the RIBA, AJ, and WYSA.
- **2016 Inter. School of Berne:**
International Baccalaureate graduate 36/42 points.

CONTACT DETAILS

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- ☎ +417784847

CONTENT DESIGNER & STRATEGIST

Banger | June 2021 - June 2023 | Spain

Supported content, design, and multimedia production for a Web3 gaming startup through the growth & fundraising phase.

Key Responsibilities:

- Visual identity and content systems across brand, web, social, investor, and product communications.
- Pitch decks, whitepapers, launch content, and promotional videos for fundraising and go-to-market needs.
- Platform-specific video content for YouTube, podcasts, TikTok, pitch videos, and social promos.
- Design workflows and asset libraries to improve consistency and production speed.
- Web3-native assets, incl. NFTs, token visuals, merchandise, and interactive UX/UI experiences.

Achievements: Contributed to €11M+ in fundraising through investor decks, pitch videos, and digital assets; helped grow a 10K+ online community.

EVENT MARKETING & BRAND ACTIVATIONS

Shaped event activations as full brand experiences, aligning audience journey, messaging, spatial touchpoints, stakeholder coordination, and live engagement across international trade shows, conferences, campaigns, and launch & partner formats.

• Eine Million Sterne Switzerland

(Caritas Regional Network, 2023 - 2025)

• Eine Million Sterne Zürich

(Caritas Zürich, 2023 - 2025)

• 30th Anniversary Festival

(KulturLegi Kanton Zürich, 2026)

• LEAP24 Riyadh

(Digital Planets & Table Finder, 2024)

• Seamless Middle East

(Table Finder, 2024)

• CaféX Middle East

(Table Finder, 2024)

VIEW
PORTFOLIO
& DEMO REEL

