

EL MEHDI ESSAOUAB

Creative Strategist | DTC Marketing

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SUMMARY

Creative strategist and e-commerce operator. I've built and run my own DTC projects and paid for the ads with my own money. My strength is marketing from A to Z, built on research and human psychology. I dig into a market until I understand the people in it: what they want, what they fear and why they buy. That's how I see a problem differently from the rest of the category, and I turn it into the positioning, message and ads that sell. I move fast, and I keep testing and fixing until the result is the best it can be.

EXPERIENCE

Independent E-commerce Operator

Saudi Arabia and the GCC, remote | Oct 2025 - Apr 2026

- Launched and tested four products in the Saudi market with my own budget, and found a winner.
- Wrote, filmed and directed the UGC video ads in Saudi Arabic.
- Ran the whole business myself, from product research and the online store to Meta Ads and reading the results.
- Closed it when rising import costs made the margins too thin to keep going.

Co-founder | Solmeir

Morocco, remote | Aug 2026 - Present

- Co-building a Moroccan furniture brand from zero. I handle everything digital from A to Z: positioning, pricing, the online store and marketing.
- Running the ad strategy and creative for the launch.

Founder | Inteledge

Remote | May 2026 - Present

- Built a research method that finds the customers and angles DTC brands are missing, using reviews, Reddit, forums and competitor ads.
- Check every finding against its original source before it becomes a recommendation.

SELECTED WORK

Creative strategy case studies: Loop, Caraway, Jones Road (spec work)

- Researched three well-known brands, found customer groups their ads ignore, and wrote hooks and scripts for each one, matched to how much the buyer already knows.

SKILLS

Marketing strategy, creative strategy, consumer psychology, customer and competitor research, positioning, audience segmentation, customer awareness levels, messaging, angle development, creative briefs, hooks and scripts, UGC direction, direct response copywriting

Meta Ads, creative testing, Shopify, basic video editing, AI tools

EDUCATION AND LANGUAGES

Bachelor's degree in International Trade (in progress), Jiangsu Normal University, China | Expected 2027

Arabic (native), English (fluent), French (fluent), Mandarin Chinese (basic)