

MEHDI TAOUDI

Bilingual Marketing Manager (French and English)

Toronto, ON, Canada

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EDUCATION

Master's degree in Marketing and Sales Actions

2011 - 2017

National School of Business and Management in Morocco.

- *Verified International Academic Qualifications by WES.org – Canadian Master Degree.*

WORK EXPERIENCE

MARKETING SPECIALIST (Maternity leave coverage)

02/2024 – 10/2024

TFO Public Media Group Toronto, ON, Canada.

- Led the **strategic planning** and **operational execution** of TFO's brand campaigns including MiniTFO, FlipTFO and ONFR, aligning with cross-functional goals, brand guidelines and timelines.
- Led **brand storytelling** across TFO's owned, earned, and paid media, ensuring consistent and emotionally resonant messaging at all consumer touchpoints to enhance **brand equity** and **audience engagement** within the **Franco-Ontarian market**.
- Managed the **annual advertising budget** and **strategy** for ONFR and TFO's 2024-25 in-house productions like Aquazette and Effet Domino including **TV, Radio, Print and Digital advertising**.
- Surpassed performance expectations by achieving a **58% increase in clicks** and a **60% boost in awareness KPIs** through tailored campaign messaging and targeted ad placements.
- Developed **post-campaign reports** with **KPI analysis** and **strategic media recommendations** to improve future go-to-market plans.
- Collaborated with internal and external stakeholders including creative teams and agencies to produce over 150 **brand-aligned assets** for the **2024–2025** TV and Streaming programs, ensuring **consistency** and **impact** across all campaign materials.

MARKETING MANAGER

09/2021 – 09/2023

REGIE3, Leading national media sales house representing TV, radio, digital and print networks in Morocco.

- Spearheaded the development of **creative advertising solutions** including media sponsorships with international players like **P&G**, Unilever, Nestle and more. Seamlessly integrating television, radio, and digital platforms to drive impactful and result-driven marketing campaigns.
- Developed and implemented **brand identity** and **digital presence**, creating **brand assets** and **messaging frameworks** to ensure consistency across all touchpoints, and designed **content strategies** to promote REGIE3.
- Provided **dynamic** leadership and mentorship to the marketing team in a **creative, collaborative** and **results-driven** environment.
- Led the marketing strategy and launched of REGIE3's corporate and self-service platform for media agencies. **Boosted brand awareness** and **increased Ad revenue** by **12% to over CAD 100 million** by the end of Q2 2023, compared to 2022 YTD.

- Oversaw the creation of seasonal media kits, sales presentations, cross-media advertising proposals and negotiating **yearly deals with agencies and advertisers** to enhance sales strategies and drive growth.
- **Increased total advertising revenue by 18% in 2021 YoY (post-COVID), which include +22% for TV and +28% for Radio**, by developing and implementing marketing strategies.
- Represented REGIE3 in local and global meetings with EGTA (worldwide TV-Radio sales group), and CIAUMED (TV-Radio audience measurement organizations).

BRAND MANAGER / MARKETING PRODUCT MANAGER

05/2017 – 09/2021

REGIE3, Leading national media sales house representing TV, radio, digital and print networks in Morocco.

- Executed annual marketing plans, tailoring strategies for each product to ensure alignment with brand programs and storytelling initiatives.
- Successfully managed the **COVID-19 crisis**, mitigating an **86% decline in TV and radio advertising revenue** by the end of Q2 2020 (compared to 2019 YTD). Implemented strategic recovery initiatives, closing the year with **only a -20% YoY revenue variation**, demonstrating strong crisis management and revenue recovery expertise.
- Reviewed and validated **media plans**, working locally and internationally with over **180 advertisers, +20 agencies, and +350 brands**, ensuring alignment with agency deal parameters and advertisers campaign goals.
- Created compelling sales pitches, advertising books, and media kits, highlighting **key indicators and unique selling points** (USPs) for Radio and TV supports.
- Conducted training sessions for sales teams, coaching on new offerings, and refining tailored sales pitches to enhance brand communication.
- Monitored **audience performance** and **market trends** by utilizing user-friendly **dashboards and reports**, leveraging data insights to optimize pricing strategies and ad placements.
- Developed **audience estimates and forecasts** to support strategic decision-making.
- Worked cross-functionally with Sales, Revenue Operations and Programming to analyze and **optimize ad-inventory** and enhance revenue opportunities.

TECHNICAL SKILLS

- Microsoft Suite, Keynote and Tableau.
- Media Planning ([PopCorn Media](#)).
- Revenue Management (Cognos).
- TV audience analysis and Ad Reports (Google LookerStudio and Keynote)
- Project Tools (Monday, Trello, Asana)

SOFT SKILLS

- Detail oriented
- Time Management
- Data analytical skills
- Team player
- Initiative spirit
- Organization skills