

OUSSAMA BAITI

PROFIL & CONTACT

Phone	+974 7202 0692
Languages	French, English, Arabic, Spanish
Nationality	Moroccan
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Projects and Awards

- **Fact Dining Awards QATAR 2025:** Dusit Hotel & Suites - Doha Nominee Tropicana 360 Winner Best Outdoor Bar in Qatar 2025
- **Fact Dining Awards QATAR 2025:** Dusit Doha Hotel Nominee Benjarong Doha Winner Best Thai Restaurant in Qatar 2025
- **Participant in ELAN GROUP QATAR Collaboration 2025**

SKILLS

- **Digital Marketing:** SEO, WhatsApp blast & Email/SMS Marketing, Content Creation, WordPress, Social Media, Marketing Automation, Influencer Marketing
- **Technical Skills:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Capcut, Canva, MS Office
- **Communications:** Newsletter, Company Newsletters, Monthly F&B & PR reports, Business and Marketing Plans
- **Interpersonal Skills:** Communications, PR and Media Relations, Customer Support, Community Management, Event Coordination, Brand Management, and CRM
- **Creative Skills:** Copywriting, Graphic Design, Short-Form Video Production (Content creation FB & IG reels & stories)

PROFIL

Luxury hospitality marketing professional with GCC experience across luxury & Lifestyle hotels. Skilled in digital marketing, social media, PR, content creation, and campaign execution. Open to international relocation

EDUCATION

2024

National School of Business and Management in Tangier
Master's degree in Marketing and Sales

PROFESSIONAL EXPERIENCE

Marketing Executive - Hyatt
Doha - Qatar
February 2026 - Present

- Develop and execute marketing strategies across multiple hospitality and F&B concepts
- Lead marketing campaigns and launch strategies for new hospitality outlets
- Manage external agencies, creative briefs, content direction, and campaign execution
- Drive content strategy, copywriting, social media planning, brand storytelling
- Coordinate photoshoots, promotional activations, and opening events
- Collaborate with senior management to deliver marketing initiative

Cluster Marketing Coordinator
Luxury Hospitality Properties – Qatar & Morocco

- **Dusit Doha Hotel / Dusit Hotel & Suites Doha**
- **Conrad Rabat Arzana / Our Habitas Marrakech**

July 2024 - January 2026

- Managed digital marketing activities and community management across 5+ social media platforms for luxury hospitality and F&B brands.
- Developed and executed social media content strategies, F&B calendars, creative briefs, and campaign moodboards aligned with luxury brand standards.
- Coordinated paid advertising campaigns across Meta platforms, supporting hotel promotions, F&B activations, and seasonal campaigns.
- Increased F&B outlet visibility and contributed to a 78% boost in bookings through influencer collaborations, media invitations, and lifestyle campaigns.
- Managed OTA platforms and online reputation channels including Google, TripAdvisor, and TrustYou to strengthen guest engagement and brand reputation.
- Produced hospitality and lifestyle visual content including photography, short-form videos, menus, and promotional assets for digital and print campaigns.
- Prepared monthly marketing, PR, and F&B performance reports with campaign analysis and engagement tracking.
- Coordinated with photographers, videographers, designers, and operational teams to execute multi-channel campaigns and brand activations.
- Managed internal hotel communication assets including digital screens, in-room promotional content, Suite Pad updates, and marketing collateral.
- Developed marketing materials for seasonal campaigns, sales promotions, and F&B activations including brochures, flyers, signages, and newsletters.
- Supported PR activations and luxury media events while maintaining relationships with regional influencers, media partners, and hospitality stakeholders.
- Managed project coordination and PR workflows through Asana while supporting luxury hospitality campaigns and special events.

Hilton Taghazout bay beach resort and spa
Marketing & communication executive - Internship
Taghazout- Morocco
February 2024 - May 2024

Hotel Pullman SHARJAH_group ACCOR
Sales coordinator - Internship
Sharjah - United Arab Emirates
July 2022 - September 2022