



AYA BENOHOUD

SOFTWARE ENGINEERING
STUDENT

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📍 Marrakech, Morocco

PROFILE

Third year engineering student at EMSI, passionate about software development and information systems. Alongside my studies, I work as a social media manager and script writer, which strengthens my skills in communication, storytelling, and project management. My goal is to become a software engineer and build reliable, clear, user-centered solutions.

EDUCATION

STATE ENGINEERING DEGREE

EMSI Marrakech
2025 – Present

SPECIALIZED TECHNICIAN DIPLOMA (OPTION CLOUD COMPUTING)

OFPPT | ISTA NTIC SYBA
2023 – 2025

BBACCALAUREATE IN PHYSICAL SCIENCES (FRENCH OPTION)

High school Fatima El Marnissi
2022 – 2023

SKILLS

- Photoshop / Capcut
- Git / GitHub
- Docker / Docker Compose
- AWS (EC2, S3)
- SQL (Oracle)
- Linux / Unix
- HTML / CSS
- Laravel / C++

LANGUAGES

Arabic : Native
Frensh : B2
English : B2

EXPERTISE

- Web development (HTML/CSS/JS)
- Object-oriented programming (C++, Laravel)
- Databases (SQL)
- DevOps /Deployment (Docker, AWS)

EXPERIENCE

SOCIAL MEDIA & CONTENT MANAGER

2026 - Present — Playerz Esport

Planned and managed social media content across esports campaigns, improving brand consistency and audience engagement.

Covered the MGE event by ideating, shooting, and organizing video content for social media coverage, focusing on event highlights.

CONTENT MANAGER

2026 - Present — XProjekt

Coordinate content strategies for players and influencers, ensuring consistent branding, creative direction, and platform-ready content.

SOCIAL MEDIA SPECIALIST & CONTENT WRITER

2024–2026— Levels Gaming Group

Designed social media strategies, content calendars, and managed accounts daily.

Wrote scripts (Reels/Ads), optimized content based on performance, and handled reporting.

SOCIAL MEDIA & COMMUNITY MANAGER

2024–2026 — F16 Esports

Led the social media presence for the esports team: planned content pillars, coordinated posts around matches/events, and kept the brand tone consistent.

Managed the community (DMs, comments, moderation),

COMMUNITY MANAGER & SPECIALIST

2024–2025 — Vision Esports

Managed and engaged the community across social platforms (posts, stories, interactions, moderation).

Covered events/tournaments and produced engaging content.

SOCIAL MEDIA MANAGER

2023–2024 — Market Minds | 2026 - Present

Built end-to-end social media plans: positioning, monthly content themes, and weekly scheduling to keep posting consistent.

Produced performance-driven content: wrote ad/Reels scripts, refined hooks and CTAs, and adjusted the plan using insights from results (reach, engagement, leads).