ZAKARIA IDBOUHOUCH

DIGITAL MARKETING & BRAND STRATEGY

Amsterdam, Netherlands | +31 6 4283 2470 | Zak.idbouhouch@gmail.com | linkedin.com/in/zakaria-id-bouhouch



PROFILE

Final-year Entrepreneurship and Digital Marketing student at Wittenborg University of Applied Sciences, Amsterdam, and founder of Loaded Edit, an independent EU-focused editorial magazine built and operated from the ground up. Background spans e-commerce website development, social media management, content strategy, and client-facing sales, with full working proficiency in English, French, and Arabic. Looking for a final-year internship in digital marketing, brand strategy, or growth where hands-on ownership and independent execution are valued.

FOUNDER EXPERIENCE

Founder & Editor-in-Chief | Loaded Edit — Jul 2026 – Present

- Built and launched an independent editorial magazine from concept to publication, covering brand strategy, culture, and business across the EU market.
- Own the full pipeline: content strategy, editorial direction, website development, design, and distribution.
- Manage growth channels and audience development using organic and paid social methods.
- Operate as a one-person publisher across editorial, technical, and commercial functions, equivalent to running a small media business.

WORK EXPERIENCE

Part-Time Chef | Restaurant & Cafe Czaar, Amsterdam — Sep 2025 – Jun 2026

- Prepared and presented dishes to consistent quality, hygiene, and food safety standards in a fast-paced kitchen.
- Managed multiple concurrent orders under time pressure while coordinating with front-of-house staff.

E-commerce Developer & Social Media Manager | Upwork (Freelance) — Feb 2020 – Jan 2022

- Designed and built e-commerce websites for independent business owners across multiple markets.
- Managed social media accounts across several client businesses, driving engagement and sales through organic and paid campaigns.

Sales & Portfolio Agent | Fondation de la Banque Populaire pour le Micro-Credit, Tiznit, Morocco — Feb 2022 – Sep 2023

- Managed a portfolio of client accounts, assessing loan requests and maintaining strong client relationships.
- Operated under regular performance pressure while maintaining a calm, professional, client-first approach.

EDUCATION

BBA, Entrepreneurship & Digital Marketing | Wittenborg University of Applied Sciences, Amsterdam — Mar 2024 – Jun 2027

- Team leader, university Events Committee, coordinating event planning with students and staff.

Licence Fondamentale in Economics | Faculty of Law, Economics & Social Sciences, Agadir, Morocco — 2019 – 2020

- Equivalent to two years of WO (Wetenschappelijk Onderwijs) study in the Netherlands, per Nuffic assessment.

SKILLS & LANGUAGES

CORE SKILLS

- Digital marketing & online branding
- E-commerce & website development
- Social media strategy & content creation
- Entrepreneurship & business development
- Client-facing sales & communication
- AI tools & modern digital workflows

LANGUAGES

- Arabic: Native
- English: Fluent
- French: Fluent
- Dutch: Basic