

# Moha Bouhmidi

## Multilingual Creative Leader & Brand Strategist

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**Creative Director and Product Leader with 7+ years driving digital transformation across European and MENA markets.** Scaled creative operations from 2-person startup to 25+ professionals, managing €4.8M+ cumulative budgets. Delivered consistent 30%+ revenue growth through strategic product launches, C-suite collaboration, and data-driven brand strategies. Expert in blending technical precision with storytelling to amplify brand value and drive measurable business impact.

## PROFESSIONAL EXPERIENCE

### Product Manager & Brand Voice

Printdent (3D Manufacturing Lab) | Granada, Spain | June 2022 – December 2024

- Managed €1.8M annual budget, delivering projects 15% under cost while exceeding quarterly KPIs
- Presented strategic roadmaps to CEO and executive leadership, securing €2.1M expansion approvals
- Led product launches for 12+ services, reducing time-to-market by 20% through Agile workflows
- Mentored cross-functional team of 10 designers, improving client satisfaction from 82% to 98%
- Captured 35% market share in Andalusia region through B2B go-to-market strategies

### Founder & Creative Director

JOMO Creative Agency | Granada, Spain | April 2020 – May 2022

- Built profitable creative agency from concept, achieving €650K revenue in year two
- Scaled team from 2 to 18 professionals across 40+ client brands in tech, healthcare, lifestyle
- Collaborated with C-suite executives on digital transformation and brand positioning initiatives
- Pioneered "Rapid Brand Architecture" framework reducing project timelines by 30%
- Maintained 94% client retention rate with integrated campaigns achieving 4.2:1 ROI

### Business Development Specialist

Freelance Consulting | Spain | October 2019 – March 2020

- Negotiated 30+ contracts worth €420K total value with 90% client retention rate
- Generated €180K+ additional client revenue through targeted campaigns with 3:1 ROI
- Improved campaign conversion rates by 35% using A/B testing methodologies

## CORE EXPERTISE

### Strategic Leadership

Product roadmap development, Agile/Scrum workflows, cross-functional team leadership, P&L management, stakeholder relations, budget optimization

### Technical Development

HTML/CSS/JavaScript, WordPress, Webflow, Figma, responsive design, UX/UI prototyping, design systems, performance optimization

### Brand & Creative

Brand architecture, visual identity systems, campaign strategy, Adobe Creative Suite, Cinema 4D, Blender, video production, typography

### Digital Marketing

Google Analytics, SEM/SEO, social media strategy, campaign management, conversion optimization, performance reporting, market analysis

## EDUCATION

### Advanced Diploma in Visual Design & Web Development

European Academy of Graphics (EAG) | Granada, Spain | 2015-2019

Graduated Summa Cum Laude (Top 5%) | Outstanding Innovation in 3D Design Award  
Specialized: Brand Strategy, UX Design, Project Management

## LANGUAGES

**Arabic**  
Native

**Spanish**  
Fluent

**English**  
Fluent

## KEY ACHIEVEMENTS & IMPACT

### Business Impact

**Revenue:** Generated €3.2M+ combined client revenue | **Operations:** Managed €4.8M+ cumulative budgets | **Growth:** Scaled from 2-person startup to 25+ organization | **Retention:** Maintained 90%+ client satisfaction across all positions | **Recognition:** Featured speaker Granada Digital Innovation Summit 2023 | Best New Creative Agency - Andalusia Business Association 2021