# El Mehdi Bouychou

## AI marketing architect

Lead generation, growth marketing and the AI systems behind them. I plan them, I build them, I run them.

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**20+**
AI workflow systems designed and deployed

**80%+**
less manual content production

**13,600**
public likes on 23 reels, two accounts launched from zero

**2025 · 2026**
presented geteam at GITEX Africa (Morocco 200, Morocco 300)

## Experience

marketing · AI systems · both

Dec 2025 – Present

### AI Marketing Consultant & Coach

Independent Consultant (Self-employed) · Morocco

- Run AI marketing audits for companies: assess current content, campaign, and lead-generation workflows, then map where generative and agentic AI can replace manual work.
- Design custom AI marketing systems for clients: multi-agent content pipelines, brand voice enforcement frameworks, and human-in-the-loop verification, tuned to each team's tools and maturity.
- Train marketing teams to move from ad hoc prompting to structured, repeatable AI systems: prompt engineering, workflow design, and output verification.
- Coach individual marketing practitioners one-on-one on applied generative-AI skills and hands-on system building.

Feb 2024 – Present

### Sales & Marketing Manager

geteam AI · Remote, Morocco

- Owned go-to-market strategy end to end: pricing model, outbound sequences, inbound funnels, and email campaigns targeting CTOs and engineering leaders across Morocco.
- Used HubSpot to track the outbound and inbound pipeline from first contact to sales opportunity.
- Contribute to the geteam website: produce its design and content, and create the Claude skills the dev team uses to build our dashboards, solution dashboards, and website pages.
- Conducted competitive research and benchmarking for geteam.
- Built an automated lead generation and scoring system using AI: scrapes prospect data, scores leads with Claude-powered logic, and triggers personalized outreach (LinkedIn and email) with human-in-the-loop verification before execution.
- Initiated and led company-wide AI integration across dev, devops, data/ML, and marketing: drove adoption of the Claude ecosystem, built internal guides and verification layers, and shifted the team to structured AI-powered systems.
- Designed and deployed custom AI marketing infrastructure: a generative-AI content automation pipeline (Claude API, Next.js, Puppeteer), 20+ proprietary workflow systems, and a brand voice enforcement framework, cutting manual content production by 80%+.
- Selected under the Morocco 200 and Morocco 300 programs (Ministry of Digital Transition and ADD); presented geteam at GITEX Africa Morocco 2025 and 2026 and at the inaugural National Conference on AI.
- Supervised interns on applied AI marketing systems: prompt engineering, automation pipelines, and live integrations.

## What I do

AI lead generation
Growth and go-to-market
AI marketing systems
Content and brand voice
SEO
Founder personal brands
Marketing strategy
Team training and coaching

## Skills

**AI & Automation**
Claude API · multi-agent workflow design · prompt engineering · generative-AI content pipelines · marketing automation · AI systems integration · company-wide AI onboarding

**Programming & Data**
Python (data processing, analysis, automation) · JavaScript/Node.js · SPSS · data visualization

**Marketing & Growth**
go-to-market strategy · B2B marketing strategy · outbound and inbound strategy · lead generation · email marketing · content strategy · brand voice systems · SEO · CRM · pricing

**Leadership & Strategy**
team management · digital transformation · cross-functional AI adoption · coaching and training

**Design & Branding**
visual identity · logo design · Canva · Adobe Photoshop · Illustrator · Premiere Pro

## Experience, continued

Dec 2024 – Jul 2025

### Social Media & Digital Branding Consultant

ENSA Kenitra, National School of Applied Sciences · Kenitra, Morocco

- Directed the digital transformation of ENSA Kenitra's communications, establishing a scalable foundation for student engagement and institutional visibility.
- Built the institution's brand from scratch: designed the school logo, established a full visual identity and color system, and launched the first official social media presence.
- Managed and moderated the online community (comments and messages) around ENSA Kenitra's social channels, publishing posts that the school director reviewed and approved before release.
- Tracked and reported on campaign and post performance for ENSA Kenitra's social channels.
- Developed and executed the content strategy for the brand launch, positioning ENSA Kenitra as a modern, forward-looking academic institution.

Nov 2024 – Dec 2024

### Communication & Content Team Lead

UIT Job Fair, Ibn Tofail University · Kenitra, Morocco

- Directed the marketing and content strategy for the inaugural UIT Job Fair, increasing event visibility and student participation.
- Built and managed the event's Instagram presence from zero, driving pre-event buzz and engagement through live Stories coverage.
- Managed and moderated the online community (comments and messages) around the event's social channels.
- Tracked and reported on campaign performance for the event.
- Collaborated with a production agency to create and distribute post-event content, extending reach beyond physical attendees.
- Supervised a team of five across the full campaign lifecycle, from first promotional post to final storytelling.

2023 – 2024

### Head of Communications

Melody UIT Student Club, Ibn Tofail University · Kenitra, Morocco

- Organized two membership casting campaigns, growing turnout by 60% and attracting 200+ students.
- Oversaw communications for high-profile events including Hack@UIT and the Excellence Ceremony, resulting in 50% growth in online engagement.
- Led promotional campaigns for the National University Choir Ceremony and developed the club's visual identity for consistent branding across channels.

## Projects

- **LinkedIn Content Automation Pipeline** geteam, 2024 – 2025 · Claude API, Next.js, Puppeteer. Built a generative-AI pipeline (Claude API, Next.js, Puppeteer) that drafts, enforces brand voice on, and publishes LinkedIn content, cutting manual content production by 80%+.
- **AI Lead Scoring & Outreach System** geteam, 2024. Built an end-to-end system that scrapes prospect data, scores leads with Claude-powered logic, and triggers personalized LinkedIn and email outreach with human-in-the-loop verification before send.
- **Company-wide Claude Ecosystem Rollout** geteam, 2024 – 2025. Led AI adoption across dev, devops, data/ML, and marketing: authored internal guides and verification layers and moved the team from ad hoc output to structured, repeatable AI systems.
- **Master's Thesis Research System** Ibn Tofail University, 2025 – 2026 · Python. Built Python tooling for data processing and figure generation supporting a PRISMA 2020 mixed-methods study scoring the generative-AI policies of 40 universities against change-management frameworks.

## Education

### Master's Degree in Business Intelligence & Digitalization

Ibn Tofail University, Faculty of Economics and Management, Kenitra, Morocco

Oct 2024 – Jul 2026

Thesis: "Assessing the Alignment of University Generative AI Policies with Change Management Frameworks" — mixed-methods study of 40 universities (PRISMA 2020 + comparative policy analysis).

### Bachelor's Degree in Marketing and Commerce

Ibn Tofail University, Kenitra, Morocco

Sep 2021 – Jun 2024

## Languages

| | |
|---|---|
| **English** | Professional |
| **French** | Professional |
| **Arabic** | Native |

## Certifications

**Inbound Marketing**
HubSpot Academy

**Social Media Marketing**
HubSpot Academy

**Fundamentals of Digital Marketing**
Google

## On stage

Presented geteam at GITEX Africa, Marrakech, in 2025 and 2026 (selected for Morocco 200 and Morocco 300) and at the first National Conference on AI, Rabat, July 2025.

## Campaigns

**ENSA Kenitra brand launch**
Launch film; ENSAK Clubs, one reel per student club posted as an Instagram collab with the club; a series where each programme head presents their programme; a community question to students.
**13** reels · **7,168** likes · **184** comments

**UIT Job Fair**
Pre-event campaign; live Stories all three days; post-event series made with Doodle Studios (I coordinated the edit and checked every cut); an exclusive my team shot with Marocannonces.
**10** reels · **6,432** likes · **157** comments

Public counts on Instagram, 31 Oct 2026.