

AYA HAMMI

Annaba, Algeria

ayahammi17@gmail.com | +213561542261 | linkedin.com/in/aya-hammi

SUMMARY

Entrepreneurship and Business Management graduate with proven experience in project management, leadership, and innovation. Founder of Art Stationery and former Social Media Manager, skilled in digital marketing, branding, content strategy, and business development. Recognized among the Top 50 most influential content creators in Business & Startups in Algeria by Favikon (2025). Passionate about entrepreneurship, sustainable economic growth, and knowledge-driven innovation, with a strong commitment to delivering impactful and smart solutions.

WORK EXPERIENCE

MTF Global Impact Ambassador - Institute of Management, Technology and Finance **Apr 2026 – Present**

- Engaged with an international community of professionals, students, and innovators
- Supported initiatives aimed at developing leadership, entrepreneurship, and global impact
- Contributed to the visibility and outreach of MTF programs through digital platforms
- Participated in international discussions and activities related to innovation and education

Founder – Hammi School (Digital Education Brand) **Jul 2025 – Present**

- Designed and delivered educational content in business, entrepreneurship, and AI
- Created structured learning materials adapted for beginner students
- Communicated complex concepts clearly in English and Arabic
- Built and engaged an online learning audience through Instagram
- Applied interactive teaching methods to simplify business concepts

AI & management Trainer – Algérie Télécom (SKILLS Center) **Jun 2025 – Present**

- Delivered a beginner-friendly AI training program, inspired by the IBM AI Foundations for Business certificate.
- Designed and facilitated hands-on sessions covering AI basics, business applications, and professional use cases.
- Helped participants build foundational skills to apply AI in real business contexts.

CEO & Founder – EcoSmartHub **Apr 2024 – Present**

- Leading the development of an innovative smart energy management platform integrating AI and IoT solutions.
- Designing financial plans, conducting market research, and coordinating with innovation centers and incubators under the Ministry of Higher Education's Decision 1275 program.
- Driving strategic partnerships with large enterprises to promote sustainable energy solutions.
- Overseeing prototype development of a smart robot to enhance interactive energy management.

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WORK EXPERIENCE

Founder & Manager , Social Media Manager– Art Stationery **Aug 2022 – Present**

- Established and managed a creative stationery and graphic design business.
- Designed and delivered customized logos, business cards, and branding solutions for clients.
- Built and maintained a loyal customer base through high-quality services and innovative marketing strategies.
- Adapted quickly to market shifts and managed daily operations efficiently.
- Developed digital marketing and content strategies to increase brand awareness and user engagement.
- Created visual and written content aligned with brand identity.
- Managed content calendars and optimized campaigns through performance analysis.
- Collaborated with influencers to expand brand reach and visibility.

Content Writer & Blogger – Medium **Jul 2022 – Present**

- Wrote and published articles on business, entrepreneurship, and digital transformation
- Created engaging and well-researched content tailored to diverse audiences
- Simplified complex topics into clear, structured insights for readers
- Adapted writing style based on audience needs and platform requirements

Vice President – Economics Club **Nov 2017 – Feb 2019**

- Supervised and coordinated club members to achieve strategic goals.
 - Organized workshops, conferences, and networking events to promote economic knowledge.
 - Represented the club in collaborations with external partners, enhancing its visibility and reputation.
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EDUCATION

Master's Degree, Economics & Business Management **2021 - 2022**

Badji Mokhtar University, Annaba, Algeria

- Thesis: The role of business incubators in supporting and financing entrepreneurial projects — Case study: Annaba incubator model

Bachelor's Degree in Economics & Business Management **2017 - 2020**

Badji Mokhtar University, Annaba, Algeria

- Thesis: The role of strategic foresight in improving corporate competitiveness — Case study: Iron and Steel Complex "SIDAR", Annaba

High School Diploma, Experimental Sciences, Mathematics Section **2017**

Lycée 18 Février, Annaba, Algeria

CERTIFICATIONS

AI Fundamentals with IBM SkillsBuild **Jan 2026**
Cisco Networking Academy- IBM

Introduction to IoT and Digital Transformation **Jan 2026**
Cisco Networking Academy

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CERTIFICATIONS

Professional Certificate in Project Management Udemy- Institute of Management, Technology and Finance MTF	Dec 2025
Professional Certificate in Financial Analysis Udemy- Institute of Management, Technology and Finance MTF	Dec 2025
MASTERCLASS ON ARTIFICIAL INTELLIGENCE ITCILO (International Training Centre of the European Union)	Nov 2025
Generative AI for Project Managers Specialization Coursera- IBM	Oct 2025
Google Project Management Specialization Coursera- Google Career Certificates	Sep 2025
International Computer Driving License (ICDL) Edraak إدراك	Aug 2025
One Million Promoters DUBAI FUTURE FOUNDATION	May 2025
Discovering Entrepreneurship Cisco Networking Academy	Apr 2025
Introduction to Project Cycle Management CIFE (International Training Centre of the European Union)	Jan 2025
Effective leadership HP LIFE	Nov 2024
English for Business and Entrepreneurship U.S. Department of State	Sep 2024
Human Resources Administration (SHRM) LinkedIn Learning	Oct 2023
Social Media Marketing HP LIFE	Oct 2023
IBM AI Foundations for Business Specialization Coursera- IBM	Feb 2023
Data Science Orientation IBM	Feb 2023
Excel Essentials (Office 365) LinkedIn Learning	Nov 2022
Foundations of Management (PMI) LinkedIn Learning	Oct 2022

SKILLS

- Project Management
- Administrative Management
- Organization & Strategic Planning
- Financial Analysis & Budgeting
- Internal & External Communication
- Digital Marketing & Branding
- Innovation & Entrepreneurship

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TOOLS & SOFTWARE

- MS Office (Word, Excel, PowerPoint)
 - Google Workspace
 - Canva
 - Asana
 - Notion
 - Python(basic)
 - Power BI (basic)
 - Zoom
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LANGUAGES

- Arabic: Native
 - French: B2 (Upper-Intermediate)
 - English: A2 (Elementary)
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INTERESTS

- Entrepreneurship & Startups
- Digital Innovation & Artificial Intelligence
- Traveling & Cultural Discovery
- Reading (Business & Personal Development)
- Photography