

Contact

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(LinkedIn)

Top Skills

Instructor-led Training
Growth Marketing
Marketing

Languages

English (Native or Bilingual)
Arabic (Native or Bilingual)
French (Full Professional)
Spanish (Elementary)

Certifications

Stacklr Assessment (Marketing Technologist)
Google Ads Display Certification
Fundamentals of Digital Marketing
Digital Marketing : Strategies & Best Practices
Marketing in a Digital World

Publications

Abdelkefi, M. I. (2025). *Mobile Advertising Effectiveness: A Digital Marketing Perspective on Consumer Attitudes. New Media and Mass Communication*, 107, 56–66.

Abdelkefi, M. I. (2025). *The Determinants of Consumers' Attitude Towards Mobile Advertising – A Qualitative Study. International Journal of Research Publication and Reviews*, 6(1), 2892-2912.

Abdelkefi, M.I. and Zouari, A. (2015). *Proposal of a theoretical model of social and personal determinants of the attitude of Tunisian consumers towards SMS advertising. International Business Information Management Association*, 26, 724-731.

Elias Abdelkefi, Ph.D.

Marketing Professor | Lecturer | Certified Instructor | Marketing Consultant | Learning Facilitator
Boulder, Colorado, United States

Summary

I'm Dr. Elias Abdelkefi, and let me tell you, I'm passionate about marketing. I've spent years not only studying it (I even have a Ph.D.!), but also teaching it to the next generation of marketing superstars at universities like North American University and the Swiss School of Business and Management.

On Coursera, I'm a certified instructor and I've had the privilege of shaping over 30,000 students into marketing experts – that's a lot of bright minds!

But it's not all about the classroom. I've also had the honor of collaborating with prestigious institutions like Harvard Business School and HEC Paris, and even received some awards from them along the way. (Those are definitely some bragging rights!)

Want to turn your marketing dreams into reality? That's where Pixsall Marketing Agency comes in. As the Founder & CEO, I lead a team of experts who are all about making marketing magic happen.

So, if you're looking to level up your marketing game, look no further! Shoot me an email at elias@pixsall.co

Certified from Google in :

- # Google Ads Display
- # Digital Marketing: Strategies & Best Practices
- # Take a business online
- # Make it easy for people to find a business on the web
- # Reach more people locally, on social media, or on mobile
- # Reach more customers with advertising
- # Track and measure web traffic
- # Sell products or services online
- # Take a business globally

Abdelkefi, M.I. and Ben Brahim, S. (2015). *Attitude towards mobile advertising and intention to use it by Tunisians. International Journal of Economics & Strategic Management of Business Process*, 5, 119-125.

Experience

Pixsall

Founder & CEO

July 2022 - Present (2 years 7 months)

Colorado, United States

Coursera

Certified Instructor

March 2021 - Present (3 years 11 months)

Los Angeles, California, United States

Swiss School of Business and Management

Professor

September 2023 - Present (1 year 5 months)

Geneva, Switzerland

Chancellor Institute

Lecturer

February 2023 - Present (2 years)

Sydney, New South Wales, Australia

International School of Business

5 years 4 months

Professor

September 2022 - Present (2 years 5 months)

Head of the Master in Digital Marketing

October 2021 - September 2022 (1 year)

Professor

October 2019 - September 2022 (3 years)

- Introduction to Digital Marketing
- Digital Marketing
- SEO
- Web Analytics & Traffic
- Social Media Management
- Social Media Advertising
- Principles of Marketing
- Corporate Communication
- Marketing

- International Marketing

Klatch

Learning Facilitator

April 2023 - Present (1 year 10 months)

United States

Tutor Me Education

Tutor

September 2022 - Present (2 years 5 months)

Los Angeles, California, United States

Owly Class

Teacher

September 2022 - Present (2 years 5 months)

Brussels Region, Belgium

Go My Code

Digital Marketing Instructor

February 2021 - November 2022 (1 year 10 months)

North American Private University

Head of Digital Marketing

October 2019 - September 2022 (3 years)

Institute of Higher Commercial Studies of SFAX

Adjunct Professor

September 2017 - August 2018 (1 year)

- Marketing
- Marketing strategy
- Marketing planning
- Analysis of consumer behavior

Real Estate

Marketing Manager

February 2015 - March 2017 (2 years 2 months)

- Market Survey.
- Establishment of the marketing strategy and mix of the company.
- Satisfaction surveys.

Haier

Marketing Assistant Intern

March 2012 - May 2012 (3 months)

- Market survey.
- Establishment of price policies.
- Creation of datasheets for Haier products.
- Establishment of Haier product stands at Carrefour and Géant.

SONAAB

Commercial Assistant

June 2011 - September 2011 (4 months)

SONAAB

Commercial Assistant

June 2010 - September 2010 (4 months)

SONAAB

Commercial Assistant

June 2009 - September 2009 (4 months)

Education

University of Sfax

Doctor of Philosophy - Ph.D., Marketing · (2014 - 2019)

University of Tunis El Manar

Master's degree, Marketing · (2012 - 2014)

University of Tunis El Manar

Licence degree, Marketing · (2009 - 2012)