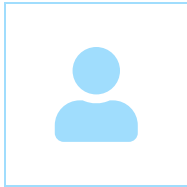


# Marketing analyst, Marketing & PR, Marketing specialist, Online marketing, Trade Marketing



## Ala Eddine Abid

Țara sau orașul preferat: Cechia  
Salariu : De la 500 EUR  
Programul de lucru Ocuparea integrală  
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### Descrierea CV-ului

A young, result-driven and detail-oriented professional with a passion for Digital Marketing, Project Management and Business Development and strong advocacy for Digital Transformation with a solid set of skills in: \* Digital Marketing: Strategy Building - Online Advertising - Brand Management - Copywriting - Search Engine Marketing - Social Media Marketing - Email Marketing - Email Automation- Content Creation and Management- PPC - Web Traffic and Data Analytics- Audience Behaviour Interpretation - Lead Generation and Nurturing - Conversational Marketing - Market Research - Funnel Management. \* Project Management: Scrum Fundamentals - Lean Thinking - Performance Tracking - Strategic Planning - Six Sigma - Value Proposition. \* Business Development: Research & Development - Negotiation - Collaboration - Customer Segmentation - Trends Identifying. Able to wield different Tools and Technologies to aggressively achieve professional goals and KPI's such as (Google Analytics, Hotjar, SimilarWeb, Mixpanel, Google Tag Manager, Google Ads, SendinBlue, Automizy, Mailchimp, Kibana, LogRoll, SEMrush, Microsoft Office Suite, Google Suite, Trello, Slack, WordPress, Wix, and Canva...etc). Personal Motto: "My biggest fear is not being able to use my brain, the personal skills and the professional competencies that I have and I will have on their full level, -in another meaning- I don't want my brain to stop working... I don't want to stop learning."

### Experiență

01.07.2019 – 01.10.2019

#### iShopping - OKTIUM

##### Web - App Traffic and Data Analyst

Used a variety of tools to extract and analyze data generated by online user activity. Reported the findings with data visualizations that are easy to understand. Stayed up to date with the latest trends in online marketing and design by working with the Digital Marketing Manager to refine social media strategy and best practices.

01.06.2018 – 01.05.2019

#### Neopolis Corp. - Groupe Sodedif

##### Traffic Manager

Contributed in website redesign that increased site traffic by 50%. Delivered new social media strategy to improve lead generation resulted in increased social media traffic to the website by 20% in six months (Recrutement Campaign for Neopolis Corp Website) Reviewed website and all lead generation channels, growing traffic by 50% with a 20%+ increase in conversion (Finance et Conseil Project) Assisted in 10+ marketing efforts that resulted in 30%+ increase in revenue and 40% increase in web traffic compared to previous year. Created and managed email marketing campaigns to inform, engage and convert previously existed and newly added leads

01.04.2020 – 01.10.2020

#### Purple Technology - Axiory Global. Ltd

##### Email Marketing Specialist

Responsible for 50+ email campaigns a month that reached 10,000+ contacts. Managed a healthy database by constantly keeping an eye on bounce and unsubscribe rates along with other good case practices. Refined the Email marketing process by gathering industry best practices and assuring that legal compliance requirements processes such as CAN-SPAM and GDPR were integrated. Created effective email marketing campaigns that garnered excellent open and click-through rates (over 30% open and over 3% click) Drove email marketing and website re-marketing that increased email subscriber's list through multiple platforms (Desktop and Mobile). Created and managed automated email workflows to ensure a spot-on email deliverability while maximizing ROI invested.