

# SALAH EDDINE KHADIM - *Senior Digital Marketing Manager*

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With 6 years of experience in digital marketing, I have a 360° vision of digital and a strong technical orientation. Facilitator, I think I am both "thinker" and "doer" since I use my skills on a daily basis, in a real team spirit, to assist companies in the digital transformation and the development of the online activity.

## EDUCATION

- 2021/2022**  
London, UK  
**University of Greenwich** - « MA Strategic Marketing »  
Master degree in Strategic Marketing
- 2016/2017**  
Casablanca, MA  
**French School of Technical Education** - « International Marketing »  
European Bachelor's Degree in International Marketing DEESMI
- 2013/2015**  
Agadir, MA  
**The specialised Institute of Applied Technology** - « WEB Development Techniques »  
Web development technician

## PROFESSIONAL EXPERIENCE

- 12/2019 - 01/2022**  
Casablanca, MA  
**Infini PRINT - Senior Digital Marketing Manager**  
- Led the digital transformation of the printing company and the repositioning of the brand  
- Development of Ecommerce website InfiniPrint.ma (Template integration and php programming)  
- Development of the digital strategy, traffic acquisition and e-commerce sales
- 04/2019 - 12/2019**  
Khemisset, MA  
**UPSELLIUM - Digital Marketing Manager**  
- Oversee the strategy and day-to-day management of the company channels, including Facebook, Instagram  
- Digital Branding in collaboration with the team: Establishment of Media plans and operations on social networks  
- Created an email marketing strategy which increased repeat buying from 10% to 30%
- 07/2018 - 04/2019**  
Casablanca, MA  
**Selektimmo - IT Project Manager**  
- Development and management of the digital strategy (Define the strategy and implement an animation plan)  
- SEO optimization of websites (internal and external SEO, Link building, Backlinks ...)  
- Weekly reporting and analysis of SEO (report analysis, google analytics, Google webmaster tools, ahrefs ...)  
- Retargeting and Remarketing through Google Tag Manager & Facebook Pixel
- 09/2017 - 07/2018**  
Casablanca, MA  
**Sarouty PropertyFinder Morocco - Traffic manager & SEO Analyst**  
- SEO audits, Benchmark of websites by identifying aspects blocking SEO performance and visibility  
- Implementation of Advertising Campaigns (Facebook ads, Instagram, Google Ads et LinkedIn)  
- SEA (Creation of visuals for Display campaigns & management of Search campaigns)
- 10/2016 - 09/2017**  
Agadir, MA  
**VALA BLEU - SEO Manager**  
- Keyword Selection Strategies for Content Marketing Success (Identify and choose the best keywords)  
- Writing meta tags, quality of page content, Hx titles, url, Semantic cocoon and creation of sitemaps  
- Created helpful content which gained natural backlinks without any outreach campaigns

## SKILLS & CERTIFICATES

- Hubspot Inbound Marketing Certificate**  
- Digital online acquisition : Emailing, SEO, SEM  
- Social Media : Content planning & production, Sponsoring
- Fundamentals of digital marketing Google Certificate**  
- Content marketing and business strategy  
- Local marketing and emailing, Development of an SEO plan & SEA  
- Display and search advertising
- Advanced Google Analytics Certificate**  
- Creation of a measurement plan, configuration of custom reports  
- Configure advanced filters on views  
- Understand user behavior through event tracking
- Development Webdesign**  
- Writing cross-browser compliant HTML5, CSS3 & JavaScript  
- Build websites using Wordpress, CodeIgniter, Symfony  
- Design of illustrations using Photoshop, illustrator

## LANGUAGES

**French** (bilingual), **English** (bilingual), **Arabic** (mother tongue)