



RABBAH AYOUB

27 years
Italian/Moroccan
Driver's License

CONTACT



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Paris

USEFUL LINKS



LANGUAGES

- ITALIAN (Native)
- FRENCH (Native)
- ENGLISH (Fluent)
- ARABIC (Fluent)
- GERMAN (Beginner)

INTEREST

- BOXE - JIU JITSU
- FOOTBALL
- PHOTOGRAPHER

EXPERIENCE

SINCE 05/2024

DIGITAL MARKETING MANAGER

RÉPUBLIK - PARIS

- Implementation of data-driven strategies to improve the audience of 5 media websites and 10 event websites using SEO, SEA, LinkedIn, YouTube, and newsletters
- Improvement of SEO with content and netlinking strategies
- Management of digital projects with writers and project managers from different business units
- Improvement of the conversion funnel with a UX/UI approach

06/2023 - 11/2023

DIGITAL PROJECT MANAGER

LUXEPACK - MONACO

- Management of websites for the 5 LUXE PACK events - WordPress
- Digital project management for exhibitors and visitors
- Management of SEO, SEA, Paid Media, CRM (HubSpot), UX/UI

08/2021 - 03/2023

DIGITAL PROJECT MANAGER

HUB INSTITUTE - PARIS

- Creation of event websites using the Inwink CMS: UX/UI reflection, management of necessary elements for an event
- Project management: framing, organization, delivery
- Management of SEO, SEA, CRM (HubSpot)

09/2020 - 12/2020

DIGITAL MARKETING PROJECT MANAGER

BUZZATTI DIGITAL - MONACO (INTERNSHIP)

- Development / management of websites from wordpress
- SEO-SEA and newsletter creation in the created websites
- Social profile management, content creation strategy

01/2019 - 06/2019

WEB-MARKETING ASSISTANT

SBE DIRECT - PARIS (INTERNSHIP)

- Assistance in the creation of websites
- Improvement of acquisition levers with SEO and SEA

EDUCATION

10/2021 - 10/2022

SKEMA BUSINESS SCHOOL PARIS (2021-2022)

MASTER DEGREE IN MANAGER DATA MARKETING AND E-COMMERCE

09/2016 - 12/2020

EDHEC BUSINESS SCHOOL NICE (2016-2020)

BACHELOR IN BUSINESS ADMINISTRATION - BAC+4

SKILLS

WEB

- WEBSITE DEVELOPPEMENT (HTML,CSS)
- WORDPRESS, PRESTASHOP, WIX
- UX/UI
- GOOGLE ADS
- GOOGLE SEARCH CONSOLE
- GOOGLE DATASTUDIO
- GOOGLE ANALYTICS, MATOMO
- GOOGLE TAG MANAGER
- CRM (SALESFORCE, HUBSPOT)

SOCIAL MEDIA

- META ADS
- LINKEDIN ADS
- CONTENT CREATION
- YOUTUBE

PROJECT MANAGEMENT

- AGILE / SCRUM (CERTIFIÉ)
- ASANA / TRELLO / REDMINE
- MARKUP
- SLACK, TEAMS, LOOM, GMAIL

LEAD ACQUISITION

- SEO
- SEM RUSH
- DAREBOOST
- PHANTOM BUSTER
- LINKEDIN HELPER

GRAPHIC DESIGN

- PHOTOSHOP, PREMIER PRO
- LIGHTROOM
- CANVA