

# MOURADE KACHBOURI

## DIGITAL MARKETING EXPERT

Tunisia (Willing To Relocate) | mouradkachbouri1997@gmail.com | +216 51 907 275

I am a digital marketing expert with expertise in SEO, SEA, email marketing, and social selling. I have successfully managed and optimized online campaigns, driving significant improvements in visibility, traffic, and conversions. My experience includes creating data-driven strategies and delivering tailored solutions for diverse industries.

### PROFESSIONAL EXPERIENCE

#### Taa Marbouta Language Centre

##### Marketing Lead

01/2023 - 06/2024

- Spearheaded the brand's online presence, managing social media ads, Google Ads, SEO, and email marketing campaigns.
- Collaborated with a freelance web developer to redesign the brand's website, enhancing SEO and user experience.
- Developed data-driven campaigns, increasing organic traffic by 40% and improving conversion rates by 70%.

#### EWM SA

##### SEO and SEA Manager

10/2023 - 03/2024

- Achieved a 50% increase in quality leads through advanced Google Ads techniques.
- Partnered with development teams to enhance clients' websites, improving site performance and user experience by 40%.
- Implemented data-driven campaigns, leading to a 60% growth in organic traffic and a 25% boost in conversion rates.

#### Zembra

##### SEO Executive

05/2023 - 01/2024

- Collaborated in redesigning the company website, integrating SEO best practices.
- Elevated the brand's ranking for 70% of niche keywords, enhancing visibility (50%) and organic traffic (35%).
- Actively optimized new website content for top-tier search engine performance and user engagement.

#### Led'Art

##### Digital Marketing Manager

05/2020 - 10/2023

- Managed Led'Art's social media accounts and website.
- Implemented innovative sales funnels using diverse acquisition channels.
- Accomplished 800+ sales in one month.

#### Zahra Marketing

##### Digital Marketing Assistant

08/2019 - 08/2020

- Assisted in executing digital marketing strategies to enhance brand presence.
- Supported content creation for various digital platforms.
- Analyzed marketing data to inform strategic decisions.

## AREA OF EXPERTISE

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SEO and SEA Campaigns  
Website Optimization

Email Marketing Strategies  
Social Selling

Client Reporting and Analytics  
Data-Driven Marketing

## EDUCATION

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**Bachelor's Degree in Business English**  
**Sep 2016 - Sep 2021**

University of Carthage

- Relevant coursework in Business and Marketing

## LANGUAGE

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- **Languages:** Arabic - Native  
English - Advanced  
French - Advanced

## CERTIFICATION

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- Google Ads - Measurement Certification - Google Digital Academy (Skillshop)
- Google Ads - Display Ads Certification - Google Digital Academy (Skillshop)
- Google Ads - Search Ads Certification - Google Digital Academy (Skillshop)
- Google Analytics 4 Certification - Google Digital Academy (Skillshop)
- GA4 for SEO - How data helps businesses grow - Semrush Academy
- Inbound Marketing Optimization Certification - Hubspot Academy
- Content Marketing Certification - Hubspot Academy
- Inbound Marketing Certification - Hubspot Academy
- Digital Marketing Certification - Hubspot Academy
- SEO Certification - Hubspot Academy

## TOOLS

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- Google Search Console
- Google Tag Manager
- GoogleAnalytics4
- Looker Studio
- Google Ads
- Meta Business Suite
- Screaming Frog
- Microsoft-Suite
- Sales Navigator
- Sales Force
- TeamViewer
- PrestaShop CMS
- WordPress CMS
- Drupal CMS
- MailChimp
- Semrush
- Hubspot
- LinkedIn
- ClickUp
- Canva
- Trello
- Odo
- Slack
- OBS