



Data-driven Digital Marketing & SEO Specialist with hands-on experience in international and local SEO, conversion optimization, and marketing analytics. Skilled in building and executing strategies that enhance online visibility, optimize conversion funnels, and drive business growth. Adept at collaborating across marketing, design, and development teams to deliver measurable performance improvements.

Ifrane, Morocco

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linkedin

Portfolio

WORK EXPERIENCE

Search Engine Optimization Analyst — Webloo	Jul 2025 – Present Newport Beach, California
<ul style="list-style-type: none">Lead end-to-end SEO strategy for global clients including duPont Registry, Sotheby’s Motorsport, and FRMF, boosting organic visibility and crawl efficiency.Perform technical audits (Screaming Frog, SEMrush), resolve indexation and Core Web Vitals issues, and enhance structured data (JSON-LD).Execute on-page/off-page optimizations, manage internal linking, and scale content architecture.Develop custom KPI dashboards in Looker Studio integrating GA4, GSC, and GTM.Oversee international SEO (hreflang, multilingual strategy) and Local SEO (Google Business Profile, citation management).	
Marketing & SEO Specialist — Landlord Safety Certificate	Jan – May 2025 London, United Kingdom
<ul style="list-style-type: none">Implemented SEO strategies improving organic traffic and rankings for local service keywords.Tracked and optimized Google Ads conversions via Google Tag Manager and GA4.Enhanced landing page UX to increase lead conversion rates.Created data-driven marketing reports for leadership decision-making.Collaborated with web developers and designers to ensure website performance and tracking accuracy.	
Digital Marketing & Website Manager — FF Inventory	Jan – June 2025 Hybrid
<ul style="list-style-type: none">Managed SEO, content, and UX for new site launch.Automated email workflows and integrated analytics tracking.	
Student Ambassador — Al Akhawayn University	2023 Ifrane, Morocco
<ul style="list-style-type: none">Coordinated open house logistics, managed volunteers, and liaised with parents and departments.	
Intern — BMCE Bank of Africa	Jun – Aug 2024 Ifrane, Morocco
<ul style="list-style-type: none">Coordinated open house logistics, managed volunteers, and liaised with parents and departments.	
Intern — IdusCapital	Jun – Aug 2023 Remote
<ul style="list-style-type: none">Conducted market research and client outreach for acquisition opportunities.	

EDUCATION

BBA, Marketing & Management	Al Akhawayn University (2020–2024)
<ul style="list-style-type: none">Relevant Coursework: Digital Marketing, Market Research, Design Thinking, Cross-Cultural Management.Google Certification in Fundamentals of Digital Marketing.	

CERTIFICATIONS

<ul style="list-style-type: none">Google Analytics Certification — Google (2025–2026)Google Ads Search & Display Certifications — Google Digital Academy (2025–2026)Conversion Optimization Certification — Google (2025–2026)Keyword Research Essentials — Semrush (2025–2026)Email Marketing Certification — HubSpot Academy (2025–2027)BrightLocal Certifications: Local SEO, Reviews Management, Listings Cleanup (2025)	
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ADDITIONAL

- Advanced tracking setup (GA4, GTM, Looker Studio).
- Interested in SEO analytics, digital growth, and data-driven marketing.

LANGUAGES

Arabic (Native)

English (C1)

French (B2)