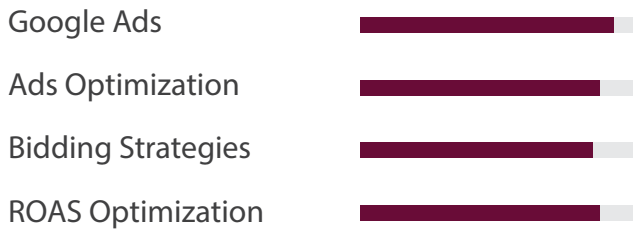




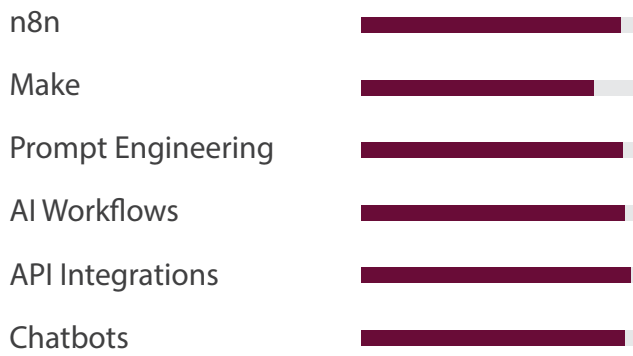
## SEA / PAID MEDIA

2022 / 2023  
Marrakech



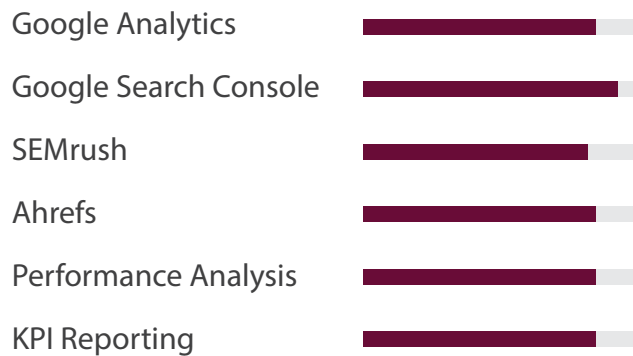
## AI AUTOMATIONS

2021 / 2022  
Marrakech



## DATA & ANALYTICS

2020 / 2021  
Marrakech



## MANAGEMENT & STRATEGY

2019 / 2020  
Marrakech



## DESIGN



### Founder & Technical Lead - Yovista Communication

- Founded and developed a web development and digital marketing agency
- Designed and developed websites for multiple clients while implementing SEO strategies and performance optimization
- Managed all technical aspects including development, UX/UI, SEO and project delivery
- Entrepreneurial experience strengthening skills in project management, strategy and business development

### Full Stack Web Developer - Profonde Solution

- Developed custom web applications and platforms using Laravel, PHP and Vue.js
- Implemented backend and frontend features for multiple client projects
- Improved application performance and system architecture
- Collaborated with technical teams to deliver high performance digital solutions

### Web Developer & Digital Marketing - Curious Market Research

- Redesigned and developed curious.ma, improving UX/UI and SEO performance
- Participated in market research and strategic analysis for digital projects and brands
- Created visual identities and websites including joboba.ma
- Contributed to digital marketing strategies under Dr. Adil Berzouk, Professor of Digital Marketing (HEEC)

### Web Development Internship (Final Year BTS) - Hello World Communication

- Contributed to the development and improvement of e-commerce platforms including mrbricolage.ma
- Assisted with UX/UI improvements and website performance optimization
- Supported SEO improvements and digital marketing initiatives

## EDUCATION



- Professional Bachelor's Degree "Data Engineering & Artificial Intelligence" EST Ibn Tofaïl – Kenitra - Morocco | 2025–2026
- BTS - Full Stack Web Development & Multimedia Lycée Mohammed VI Marrakech Morocco | 2018–2020
- Baccalaureate - Physical Sciences Lycée Moussa Ibn Noussair, Marrakech | 2017–2018

# CERTIFICATIONS



## GOOGLE CERTIFICATIONS

- Google "Digital Marketing"  
ID: HMQ GZ5 ZCL
- Google "Foundations: Data, Data, Everywhere"  
ID: NRVL2WSBYHFU
- Google "Process Data from Dirty to Clean"  
ID: YFSNXQQV25SR
- Google "Analyze Data to Answer Questions"  
ID: WNP4JUFY6RZ
- Google "Share Data Through the Art of Visualization"  
ID: WF87UKRRHDQU

## UDEMY CERTIFICATIONS

- The complete google ads masterclass  
ID: UC-1dde5e71-8ed4-4681-b9b9-64645f771fe9

# DIGITAL PROJECTS & ACHIEVEMENTS



- [tresorselmamoun.com](https://tresorselmamoun.com)  
Full e-commerce development, international SEO strategy and marketing automation implementation.
- [moroccannature.com](https://moroccannature.com)  
Development of the cosmetics brand platform, B2B digital strategy and SEO optimization.
- [candymail.co.uk](https://candymail.co.uk)  
Technical SEO optimization, website improvements and Google Ads campaign management.
- [themarrakechtaste.com](https://themarrakechtaste.com)  
E-commerce platform development and B2C/B2B digital strategy implementation.
- [tazidesigns.com](https://tazidesigns.com)  
E-commerce development and SEO optimization.
- [yovista.com](https://yovista.com)  
Agency website development and UX/UI optimization.
- [worldsgarden.eu](https://worldsgarden.eu)  
Development of landing pages optimized for Google Ads campaigns.
- [maroc-decisionnel.com](https://maroc-decisionnel.com)  
Full website development with SEO and performance optimization.
- [kettanigroup.com](https://kettanigroup.com)  
Corporate website development and rapid SEO positioning for strategic keywords.

## HUBSPOT ACADEMY

- Search engine optimization  
ID: 7ded49c2641640ac844749be9c9d7737
- Content Marketing  
ID: 06ea7d914a0a42198468492c14c98cf7
- Digital Advertising: Develop a Winning Advertising Strategy  
ID: 3914a0a4219840ac844749be9c9d7721
- Social Media Marketing: Social Media Strategy  
ID: 41640ac8WNP44a0a421JUFY6RZ1984
- Inbound Sales: Inbound Sales  
ID: ded49c26WNP44a0a421JUFY6RZ11g3

## UNIVERSITY OF MICHIGAN

- Understanding and Visualizing Data with Python  
ID: FSVL1WSBYHSA

## AI AUTOMATIONS & SYSTEMS - "N8N", "MAKE", CLAUDE AI"

- Abandoned Cart Recovery System  
Automated personalized follow-up emails improving customer return rates.
- Automated Email Marketing System  
Customer segmentation and automated campaign delivery.
- AI Product Image Generation Automation  
Automated creation and optimization of e-commerce product visuals.
- AI Chatbot with Memory  
Customer support assistant integrated into website.
- n8n Automated Workflows  
Automation of marketing and e-commerce processes.

## TECHNICAL DEVELOPMENTS

- Custom WordPress Marketing & Promotions Plugin  
Automated promotions, product notifications and conversion optimization features.
- Dynamic Promotions Plugin  
Automated management of promotional offers including Buy X Get Y and discount campaigns.

