

EDUCATION

Tunis Business School, Tunis, Tunisia

Bachelor of Science, Business Administration

Sep 2015 – Oct 2017

Institut Teccart, Montreal, Canada

Diploma of Vocational Studies, Technical Support

Oct 2018 – Feb 2020

EXPERIENCE

Coveo, Montreal, Canada

Business Value Analytics Advisor

June 2025 – Present

- Designed and operationalized Snowflake + Sigma Computing dashboards for 10+ CSMs and leadership, reducing time-to-insight from days to minutes and standardizing decision-making.
- Architected GA4-based business impact framework (React, Coveo Headless, GTM, GA4) as core prospect demo asset to quantify ROI and business value conversations.
- Led SQL analyses linking on-site behavior to Revenue per Visit, Conversion Rate, and Average Basket Size, directly supporting 3+ customer renewals.

Senior Web and Compliance Analyst

March 2024 – June 2025

- Owned marketing analytics strategy, designing 7 executive dashboards that unified Salesforce, BrightEdge, and Marketo data for real-time KPI visibility across leadership.
- Conducted funnel and velocity analysis (MQL to SAL to SQL) to identify conversion bottlenecks and inform go-to-market optimization.
- Led Amplitude implementation with hashed first-party data and custom GTM integrations to enable privacy-compliant product analytics.

Web and Compliance Analyst

March 2023 – June 2024

- Owned GA4 migration across six subdomains, unifying data with Marketo and Salesforce to enable accurate full-funnel attribution via user ID normalization.
- Architected cross-channel tracking pipelines (Google Ads, Meta, Bing, LinkedIn) with custom cookie logic to improve MQL attribution accuracy and inform budget allocation.
- Implemented OneTrust for GDPR compliance across the analytics stack; integrated Hotjar, 6sense, and Unbounce to surface lead quality and behavioral insights.

Flywheel Digital, Montreal, QC

Senior Marketing Analytics Specialist

November 2022 – March 2023

- Owned measurement strategy and custom tracking infrastructure for clients, aligning technical solutions with business objectives.
- Audited existing tracking stacks to reduce tagging debt and increase reliability of event-level data, improving downstream analysis quality.

Marketing Analytics Specialist

November 2021 – November 2022

- Owned implementation of GA4, GTM, Segment, and Mixpanel across web and product flows while ensuring cookie compliance and data integrity.
- Built dashboards and reports surfacing KPIs across SEO, paid media, and engagement to enable data-driven marketing optimization.

SKILLS

Languages: Fluent: Arabic, French, English; Conversational: Spanish

Analytics & Tracking: GA4, GTM, Mixpanel, Segment, Amplitude

Data: SQL, dbt, Snowflake, Fivetran, Databricks, Sigma Computing, Tableau

Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Astro, Prisma

Certifications: dbt Fundamentals, Databricks Lakehouse Fundamentals, Advanced Google Analytics, Amplitude Foundations