

FREIJ AKRAM

DIGITAL MARKETING EXPERT

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PROFILE

I am a proficient Digital Marketing Specialist with a focus on driving online engagement and conversion. With over 5 years of experience, I have demonstrated expertise in leveraging SEO, SEM, social media, and email marketing strategies to enhance brand visibility and increase customer acquisition. Skilled in analyzing market trends and consumer behavior, I excel in crafting compelling campaigns that resonate with target audiences and drive measurable results

WORK EXPERIENCE

2019 - present

Digital Marketer

- As a seasoned Digital Marketer with over 5 years of freelancing experience, I have cultivated a reputation for delivering exceptional results and exceeding client expectations. Working independently, I have had the opportunity to collaborate with a diverse portfolio of clients across various industries, from startups to established brands. In this capacity, I offer a comprehensive suite of digital marketing services tailored to meet the unique needs and objectives of each client. From developing customized marketing strategies and executing targeted campaigns to managing budgets and analyzing performance metrics, I take a hands-on approach to drive tangible outcomes and maximize ROI. My freelance journey has equipped me with invaluable insights into the ever-evolving digital landscape, allowing me to adapt quickly to emerging trends and technologies. Whether it's optimizing websites for search engines, running successful social media campaigns, or crafting compelling content, I thrive on the challenge of delivering impactful results in a dynamic and competitive marketplace. With a proven track record of success and a commitment to continuous learning and innovation, I am well-positioned to help clients achieve their marketing goals and drive sustainable growth

EDUCATION

2016 - 2018

INSTITUT SPÉCIALISÉ DE TECHNOLOGIE APPLIQUÉE

- Diploma in Accounting and Management

2013 - 2019

UNIVERSITÉ MOULAY ISMAIL MEKNÈS

- Bachelor's Degree in Economics

2012 - 2013

LYCEE TECHNIQUE MOHAMMED 5

- High School Diploma in Mechanical Sciences and Technologies

CERTIFICATIONS

2023 - 2024

ALX

- Software Engineer

2024

FREECODECAMP

- Foundational C# with Microsoft

2023

GOOGLE

- Fundamentals of Digital Marketing

2022

FREECODECAMP

- Full-Stack Development

2019

UDACITY - ONE MILLION ARAB CODERS

- Full-Stack Development

■ 2019 - present

Front End Developer'

- As a Front End Developer with a specialization in WordPress and other Content Management Systems (CMS), I bring over 5 years of expertise in crafting visually appealing and user-friendly websites. In my role, I am proficient in translating design mockups and wireframes into pixel-perfect, responsive web interfaces that seamlessly integrate with WordPress and other CMS platforms. Leveraging my knowledge of HTML, CSS and JavaScript, I collaborate closely with cross-functional teams to customize themes, develop custom plugins, and enhance website functionality to meet client requirements. My experience extends beyond WordPress to encompass other popular CMS platforms such as Joomla, Drupal, and Shopify, allowing me to adapt to diverse project needs and technical environments. Additionally, I am well-versed in best practices for SEO, accessibility, and performance optimization, ensuring that websites not only look great but also perform optimally across all devices and browsers. With a keen eye for detail and a passion for clean, maintainable code, I take pride in delivering high-quality solutions that exceed client expectations and contribute to their online success.

■ 2019 - 2021

HOLDING ESCOT TELECOM MAROC - Mohammedia

Engineering office manager

- As an Engineering Office Manager specializing in FTTH projects, I oversee team operations and manage client acquisition from Orange. I streamline communication and data flow between teams and technicians for efficient client installations. My leadership ensures smooth project execution, driving high customer satisfaction. Upon joining the company, I inherited a disorganized process where only 30% of clients were successfully closed. Through strategic management improvements, we achieved a remarkable increase, closing 90% of clients. My leadership played a pivotal role in transforming operations and driving significant results.

DIGITAL MARKETING TOOLS :

- Google Analytics
- HubSpot Analytics
- Facebook Analytics
- SEMrush
- Ahrefs
- Google Search Console
- Screaming Frog
- Google Ads
- Facebook Ads Manager
- Mailchimp

DESIGNER TOOLS :

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Figma
- Canva

DEVELOPMENT TOOLS :

- React.js
- Vue.js
- Bootstrap
- jQuery
- Sass
- Git
- GitHub

S K I L L S

- Project Management
- Team Leadership
- Client Acquisition and Management
- Communication
- Strategic Planning
- Problem-Solving
- Negotiation
- Data Management
- Results-Oriented