



REDA LASSILI

I am a recent graduate with a Master's degree in digital marketing, passionate about automation and artificial intelligence tools. Ready to take on new challenges and open to taking on additional responsibilities to achieve the marketing team's goals. Available starting from September 2024.

Contact

- 📞 06.98.08.37.30
- ✉️ lassiliziani@gmail.com
- 🌐 [Web Portfolio](#)
- 📍 Marseille - France

Education

- ESG Business School 2024
MSc in Digital Marketing
- Academy Numérique 2022
Bachelor in Digital Project Management

Certifications

- Inbound Marketing - **Hubspot Academy**
- Keyword Management - **Semrush Academy**
- Prompt Engineering - **Coursera**
- **Google Skillshop** :
 - Digital Marketing
 - Google Analytics
 - Google Ads

Skills

- Automatisation - IA - SEO - SEA
- UX/UI - Emailing - CMS
- Python - HTML - CSS
- Excel - Data Analysis

Experience

- **Marketing and E-commerce Apprentice 2022 - 2024**
[See Tickets](#)
 - In charge of the creation and analysis of marketing campaigns.
 - Integration of tools aimed at automating marketing operations.
 - Generation and analysis of detailed reports.
 - Increasing the conversion rate through the implementation of A/B testing.
- **Digital Project Management Apprentice 2021 - 2022**
[Bamboo for Life](#)
 - SEO optimization and improving website's performance.
 - Content and keyword management (articles, iframe, API...)
 - Analysis and management of traffic and user experience on the site.
- **Ads and Keywords Evaluator - Bilingual English**
[Lionbridge](#) *Freelance*
- **Shore Excursions Coordinator - Bilingual English**
[Intercruises Shoreside and Port Services](#) *Part time job*

Languages

- **English:** Advanced C1
- **French:** Advanced C1
- **Spanish:** Beginner A2
- **Arabic:** Advanced C1