



REDA LASSILI

<https://lassili-reda.github.io/>

PROFILE

Entrepreneurially minded problem solver and recent marketing graduate passionate about spearheading challenges identified in analytics. Personal and internship experience has bolstered my ability to optimize and enhance conversion driving content.

CERTIFICATE:

-Digital marketing and E-commerce
GOOGLE Digital Workshop.

CONTACT

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✉ lassiliziani@gmail.com

📍 Marseille, France.

📍 Casablanca, Morocco.

SKILLS

- Search Console
- Google Analytics
- SEO / SEM
- CMS: WordPress, Prestashop...
- Web marketing
- HTML / CSS

INTERESTS

- Psychology and philosophy.
- Sports: Tennis, Football.
- Reading and travel.

WORK EXPERIENCE

SEE TICKETS | 2022 - Present

Bilingual CRM Specialist

- Provides multi-channel analysis of marketing campaigns including ROI reports and other KPIs.
- Integrates existing analytical tools (segmentations, models, etc.) into analytical deliverables, manipulates, analyzes, and interprets data from different sources.
- Website management - maintain, update and continuous improvement of the website in collaboration with our internal or external partners including SEO.
- Email Newsletter: Responsible for the research, briefing, creation, programming, management and analysis of email newsletters, frequently A/B testing with multi-variables.

BAMBOO FOR LIFE | 2021 – 2022

Community Manager

- Technical SEO optimization of the website and study its performance.
- Content management (texts, articles, videos, infographics)
- Implement a social media marketing strategy.
- Analysis and management of traffic and user experience on the site.

LIONBRIDGE | 2020

Online Ad Evaluator

- Perform assessments on advertisements online offered by search engine results.
- Evaluate online advertisements from major brands to improve their content and quality.
- Give an assessment of their relevance, based on the search terms used.

INTERCRUISES SHORESIDES | Since 2018 (Part time)

Crew chief and excursions coordinator, Marseille Seaport

- In charge of the delivery of port services and all related services.
- Monitor any operational changes on the spot and ensure consistent contact with suppliers providing them with all last minute changes and requests.
- Maintain continuous communication with the cruise ships and both internal and external stakeholders, including Port Authorities.

EDUCATION

2022-2024 | MARSEILLE - FRANCE

Master degree in digital marketing and communication.
ESG Business School.

2020-2021 | MARSEILLE - FRANCE

Bachelor degree Digital Project Manager.
Académie Numerique.

LANGUAGES

French:	C1	Spanish:	A2
English:	C1	Arabic:	C2