

Reda LASSILI

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Marseille, France
Portfolio : <https://lassili-reda.github.io/>



EDUCATION

Master's degree in Digital Development Strategy
ESG Business School

2022-2024
Aix en Provence, France

Master's degree in Digital Marketing and Communication
ESG Business School

2022-2024
Aix en Provence, France

Bachelor's degree in Computer Science Engineer
EMSI Moroccan School of Engineering

2021-2022
Casablanca, Morocco

PROFESSIONAL EXPERIENCE

DELL TECHNOLOGIES
Business Analyst CRM

September 2024 - September 2025
Casablanca, Morocco

- Collaborated with stakeholders to gather and analyze business needs, drafting detailed functional specifications to guide technical teams.
- Supported the Product Owner in defining and prioritizing the product backlog, wrote the associated documentation (acceptance plans, reports) to ensure the quality of the delivered product.
- Formulated and modeled business processes and user journeys in the form of User Stories.
- Ensure the follow-up of projects (planning, deliverables, risks) and communication with stakeholders
- Conducting market research to analyze competitor strategies and customer preferences, providing strategic recommendations to guide marketing and sales initiatives.
- Actively participate in agility rituals (daily, sprint, reviews) to ensure a good understanding of business needs by the technical team.

SEE TICKETS
Apprentice CRM Project Manager

September 2022 - September 2024
Marseille, France

- Defined and implemented CRM strategies based on customer segment analysis, which led to a 15% increase in conversion rate and improved customer engagement through targeted and automated email campaigns
 - Created dynamic dashboards on Looker Studio, allowing the sales team to track sales performance in real-time, which led to a 10% increase in quarterly revenue through strategic adjustments
 - Track bugs reported by users and collaborate with technical teams to resolve them.
 - Design and execution of A/B tests to validate marketing strategies, resulting in a 20% increase in the B2C customer base and an 18% improvement in open and click-through rates on email campaigns
 - Optimized Google Ads ads by increasing click-through rate (CTR) by 25% and reducing cost per acquisition (CPA) by 10%, while improving the user experience through API integration (Spotify).
 - SEO optimization of artist pages and creation of content that ranks at the top of Google results, increasing organic traffic and improving SEO rankings by 45% for targeted keywords.
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TECHNICAL SKILLS

- Programming, Python, SQL, HTML, CSS, UML, GTM, Google Tag Manager
 - Google Ads, Adobe Campaign, Semrush, SEO, SEA, UX
 - Web Analytics, Looker Studio, Power BI, Google Analytics, Excel, VBA, Tableau, Marketo
 - Web Scraping, Selenium, API Integration, Low code automation, No Code, Make, N8N, AI Agents
 - MySQL Database Management, Oracle
 - Project Management, Jira, Notion, Kanban, Trello
 - Data Analysis, Reporting, Data Cleaning,
 - Artificial intelligence, Chatgpt, Gemini
 - SAP ERP, Salesforce Marketing Cloud, Servicenow
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SOFT SKILLS

- Pragmatic – Curious – Active Listening
- Flexibility – Agility – Responsiveness
- Critical thinking – Autonomous – Initiative-oriented

LANGUAGES

- English (Advanced) IELTS C1
- French (bilingual)

CERTIFICATIONS

- SQL for Data Science - **365 Data Science**
- Google Analytics Advanced - **Google Skillshop**
- Digital Marketing Fundamentals - **Google Skillshop**
- Inbound Marketing - **HubSpot Academy**
- Keyword Management - **Semrush Academy**
- Agile Project Management (Scrum) - **Coursera**
- Prompt Engineering and Data Analytics - **Coursera**
- Digital Transformation Consulting – **Coursera**