

# LASSILI Reda

## Digital Marketing Intern

 13002, MARSEILLE France

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 [My Web Portfolio](#)

 [Linkedin Profil](#)

Entrepreneurially minded problem solver and recent marketing graduate passionate about spearheading challenges identified in analytics.

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.



### Skills

- Google Analytics / Data Studio
  - *Advanced level certification*
- SEO / SEM (*Meta ads manager*)
- CRM : WordPress, Salesforce & Prestashop
- Ms Office (Excel, Word and PowerPoint)
- HTML / CSS
- E-mailing
- Adobe Suite : Photoshop, InDesign & Illustrator



### Work History

2022-11 -  
Current

#### **Digital marketing and E-commerce Intern**

*SEE TICKETS, Marseille*

- 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

2021-11 -  
2022-10

interprets data from different sources.

- Website management - maintain, update and continuous optimization, Integration of a Spotify iFrame API to improve the user experience and creating interactive content.
- Email Newsletter: Responsible for researching, briefing, creation, programming, management, and analysis of email newsletters, frequently A/B testing with multi-variables.

## **Community Management Intern**

*BAMBOO FOR LIFE, Marseille*

- Website technical SEO optimization and review its performance, I was given the responsibility to improve the PageSpeed Insights score, which rose from 52 to 99.
- Content management (texts, articles, videos, infographics)
- Implement a social media marketing strategy.
- Analysis and management of traffic and user experience.

2018-04 -  
2023-04

## **Part Time Crew Chief and Excursions Coordinator**

*INTERCRUISES SHORESIDES, Marseille*

- 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.

2020-12 -  
2020-06

## **Online Ad Evaluator**

*LIONBRIDGE*

- 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.

- Worked flexible hours across night, weekend, and holiday shifts.
- Created plans and communicated deadlines to complete projects on time.



## Education

2022-09 -  
Current

### Master of Science: Digital Marketing and Communication

*ESG Business School - Aix En Provence, France*

- First semester valedictorian

2020-10 -  
2021-08

### Bachelor of Science: Digital Project Manager

*Académie Numérique - Marseille*



## Languages

French

●●●●●  
Advanced

English

●●●●●  
Advanced

Arabic

●●●●●  
Advanced

Spanish

●●●●●  
Beginner



## Interests

Philosophy, Psychology, Politics, Art, History, Sport.