LASSILI Reda

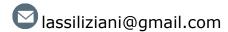
Digital Marketing Intern

13002, MARSEILLE France

My Web Portifolio

+33 698083730

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

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-variates.

2021-11 -2022-10

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 lastminute 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

Advanced

Arabic

Advanced

Spanish

Beginner



Interests

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