



# Aniss Belmouaz

## Digital Marketing Specialist

“ Success is not the key to happiness. Happiness is the key to success. If you love what you do, you will succeed. ”

Albert Schweitzer

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Location  
Paris, France

Socials

Instagram  
@anissbelmouaz

LinkedIn  
anissbelmouaz

Languages

French  
Native

English  
Fluent Professional

Spanish  
Basics

## Professional Experiences

- Since July 2024 Paris, France  
 PPC Manager  
Center Parcs  
I steer advertising strategies and manage operations on Google and Microsoft Ads, developing high-impact campaigns to boost Center Parcs' online visibility. At the same time, I manage SEA dashboarding projects and contribute to tracking issues, ensuring accurate analysis and monitoring of performance.
- Apr. 2022 - July 2024 Paris, France  
 PPC Manager  
Europcar Mobility Group  
I managed advertising campaigns on Google Ads, Microsoft Ads and Apple Search Ads, continuously analysing and optimising key indicators such as CTR and conversion rate. I strategically coordinate actions with the Group's brands and markets, maximising online visibility and advertising yield through constant optimisation.
- Sep. 2019 - Apr. 2022 Paris, France  
 SEA Project Manager  
iProspect  
For clients such as La Poste, KFC and the Reckitt Group, I created and managed search advertising campaigns on Google, Yahoo and Bing. My role included researching client issues, choosing keywords, launching campaigns, monitoring, ongoing optimisation, making strategic recommendations, as well as reporting and analysing results.
- Jan. 2018 - Aug. 2019 Bordeaux, France  
 Webmarketing Manager  
FidMe  
I provided user support, managed social networks (Facebook, Instagram, Twitter), optimised SEO, developed user acquisition strategies, wrote blog articles, created visuals (advertising banners, social networks, videos), and reported on the application's usage statistics.

## Education

Master  
Digital Marketing -  
Social Media  
Digital Campus  
2019 - 2021 | Paris, France

Bachelor  
Digital Project  
Management  
École Supérieure Digitale  
2016 - 2019 | Bordeaux, France

Baccalauréat  
STI2D SIN  
Lycée Général Les Iris  
2016 | Bordeaux, France

## Skills

SEA - PPC

Digital Marketing

Bid Strategies	Optimising Targeting	Analytics / Analysis Cross Channel	Multi Channel Strategy
Google Ads	Strategy A/B Tests Synergies	Design	Static Creation Video Editing
Creating Visual Assets	SEA x Display	Microsoft Ads	HTML CSS JS Bootstrap Tracking

## Mastered Tools

Google Search Ads 360  
Advertising Management

Google Analytics (UA & GA4)  
Digital Analytics

Pack Office  
Software

Sketch  
Design

Figma  
Design

Suite Adobe  
Design

VS Code  
Code Editor

DaVinci Resolve  
Video

Notion  
Project Management