



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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Phone
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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

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|  Master Digital Marketing – Social Media
Digital Campus
2019 – 2021 Paris, France |  Bachelor Digital Project Management
École Supérieure Digital
2016 – 2019 Bordeaux, France |  Baccalauréat STI2D SIN
Lycée Général Les Iris
2016 Bordeaux, France |
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Skills

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

Mastered Tools

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|---|--|---|--|--|
|  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 |