

Kawtar Faryat

kaoutar.faryat23@ump.ac.ma

+33 7 98 76 54 32

25 Avenue des Champs-Élysées, Lyon, Auvergne-Rhône-Alpes, France

Poste visé : Marketing Specialist

Contenu du CV :Kawtar is an experienced Digital Marketing Specialist with over 6 years of experience in driving brand visibility and improving digital marketing strategies for diverse companies. She is highly skilled in SEO, PPC advertising, and content strategy development. Her expertise spans across multiple digital marketing platforms like Google Ads, Meta Ads, LinkedIn Ads, and she has a strong understanding of Google Analytics and SEMrush for performance tracking and optimization.

Her expertise includes:

Mastery in SEO and PPC campaign management (Google Ads, Facebook/Instagram Ads, LinkedIn Ads).

Proven ability to create and execute data-driven content marketing strategies.Experience with Google Analytics for tracking, reporting, and improving website traffic.

Expertise in analyzing keyword trends, optimizing web pages for higher rankings.

Proficient in email marketing campaigns using Mailchimp and SendGrid.

Experience:

Senior Marketing Specialist at GrowthHackers Agency (2019-Present): Led PPC campaigns and SEO strategies for B2B and B2C clients, resulting in a 30% increase in organic traffic for key clients.

Digital Marketing Specialist at StartUp Solutions (2016-2019): Developed content strategies, managed Google Ads campaigns, and optimized landing pages for better conversion rates.