**GHASSEN BAHROUN**

Sousse (Sahloul)

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E-mail : ghassenbahroun@yahoo.fr

**LANGUAGES :** Arabic (Native)**,** French(Fluent), English(Professional)

**SUMMARY**Highly motivated and results-oriented digital marketing professional with 3 years of experience in SEO, average practice in web development, and client relations. Proven ability to analyze website performance, implement optimization strategies, and drive organic traffic growth. Skilled in website maintenance, content creation, and technical SEO. Eager to leverage expertise to excel in a challenging and rewarding role.  
  
**SOFTWARES & TOOLS :** Word, Excel, PowerPoint, Canva, Google ads, google search console, google Analytics, screaming frog, Clickup , Semrush , similarweb.pro , Looker studio , google tag manager ,WordPress | Yoast (Plugin) , Shpify , Strapi .

**PROFESSIONAL Experience**

2023-Present **SEO SPECIALIST**   
 **Takiacademy | Tunisia , sousse**

* Conduct keyword research, optimize website content, and implement strategies to improve search engine rankings.
* Manage link-building campaigns to enhance website authority and increase organic visibility.
* Perform technical SEO audits to identify and resolve website issues that may hinder search performance.
* Maintain website content, ensuring it adheres to SEO best practices and industry guidelines.
* Optimize website loading speed, enhance user experience, and improve overall website performance.
* Collaborate with the design team to ensure visually appealing website design that aligns with SEO principles.
* Implement security measures to protect website data, prevent vulnerabilities, and maintain website integrity.
* Collect and analyze website data using analytics tools, identifying trends and insights to inform SEO strategies.

**Curriculum vitae – Ghassen Bahroun**

- page 2 -

* Create comprehensive reports to communicate SEO performance, key findings, and recommendations to stakeholders.
* Utilize machine learning techniques to conduct advanced data analysis and optimize SEO campaigns effectively.
* Monitor key performance indicators (KPIs), provide data-driven insights, and make recommendations to enhance SEO strategies.
* Ensure website compliance with data protection regulations, safeguarding user privacy and adhering to legal standards.
* Managed and optimized over 36 SEA campaigns over 1.5 years , tracking performance metrics and ensuring timely, data-driven launches.  
    
  **PRODUCT OWNER (SEO Tool | Launching Soon)  
  SoftyLines | Tunis , sousse**
* Conduct Market research
* Communication & Collaboration
* Managing Backlog’s

**Projets**

* Takiacademy.com
* Webschool.tn/en
* Nhass.tn
* Djerba.holiday.com

2019-2022 **Sales & WebMaster**

**Tangorythm | Tunisia ,Djerba**

* Identified and pursued potential clients, effectively presented company services, and secured new business.
* Conducted thorough needs assessments, proposed tailored solutions, negotiated contracts, and closed deals.
* Served as a liaison between clients and the development team, ensuring clear communication of project requirements.
* Oversaw project progress, maintained regular client communication, and ensured timely delivery of website solutions.

**Curriculum vitae – Ghassen Bahroun**

- page 3 -

* Cultivated and maintained strong client relationships to foster trust, encourage repeat business, and generate referrals.
* Managed website content creation, publication, and optimization for tourism-related services on a WordPress platform.
* Implemented SEO best practices, conducted keyword research, and tracked website analytics to improve online visibility.
* Provided comprehensive technical support to clients, promptly addressed inquiries, and resolved technical issues.
* Integrated social media platforms into website strategy, managed content sharing, and engaged with online audiences.
* Created tailored content , aiming to drive traffic and convert readers to clients .

**EDUCATION**

2018-2021. **Bachelor of Business Administration (BBA), Specialization in Small and Medium Enterprises | 2018 - 2021**

ISET | Tunisia ,Djerba

2014-2015 **Diploma of college studies (DEC)**

**Economics and Management**

College Houmet-Souk 1 | Tunisia ,Djerba

**ADDITIONAL TRAINING**

2022 **Full-stack javascript web development training**

GoMyCode | Tunis , Manzah 5

**Curriculum vitae – Ghassen Bahroun**

- page 4 -

**Volunteer Experience**

2014-2019 Volunteer Life Guard public Beach djerba

2018-2019 Robotic club Member