

# Abderrahim KHAZINI



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## Profile

**Digital product manager** with **over 3 years' experience** and a track record of web and mobile products. I have skills in **agile product management**, **communication** and **collaboration** with **cross-functional teams** (UX/UI designers, developers, testers, webmasters, customers, marketing, IT...).

## Professional experiences



### Digital Transformation Manager

Bugshan Automotive Group

*Feb 2025 - Present (5 months)*

- **Support and assist the Digital Tech team** in carrying out various departmental projects.
- Provide **support and training** to the sales force and staff on the use of digital platforms.



### Digital Product Manager

Pyxicom, offshore digital agency and Morocco

*Nov 2021 - Jan 2025 (3 years and 3 months)*

- Actively participate in **scoping meetings** with internal and external stakeholders to gather **customer needs** and define **product requirements**.
- Analyze **user needs and behaviors** to propose and implement solutions to improve the **user experience**.
- Develop and manage the **product roadmap** for **web and mobile applications**, ensuring alignment with the company's business objectives and delivering **value to users**.
- **Create and prioritize the feature backlog in an agile methodology** in close collaboration with stakeholders, using backlog management tools such as **Jira** or **Trello**.
- Develop **acceptance criteria** for **features** and **user stories**, while ensuring compliance during deliveries.
- Actively participate in agile ceremonies (**daily**, **sprint planning**, **retrospective**, **sprint review**) and lead the **refinement of the backlog** to ensure a shared understanding of requirements.
- Ensure **smooth and proactive communication** while coordinating multidisciplinary teams (**UX/UI Design**, **back-end and front-end development**, **testers**, and **webmasters**) to ensure the delivery of user-friendly products **on time and within budget**.
- Measure **product performance** with key indicators (**KPIs**) and analyze data and user feedback to guide future decisions.

**Managed Accounts** : Bank of Africa, Attijari Wafabank, CFG Bank, BMCE Capital, CDG Capital Gestion, Wafacash, Inwi, Groupe Renault (MFS), Mamda Mcma, Lyazidi Assurances, Cosmos Electro, Cosumar, Régie 3, Casapatrinoine, etc.



### Digital marketing consultant

VAC Consulting

*Feb 2021 - Jul 2021 (6 months)*

- Develop and implement the **company's digital marketing strategy**.
- Develop a website using the WordPress content management system (CMS); create over 40 web pages.
- Build the firm's **digital presence** on three social media platforms, the Google search engine, and Google My Business.

- Reached **Google's top ranking** by optimizing the company's website's usability.
- Conducted a **qualitative marketing study**; the results led to the identification of areas for improvement in the company's digital world: **editorial planning, engagement planning, and communications planning**.
- **Generated 98 leads** for an online event in one week by launching online advertising campaigns (Facebook Ads and emails); resulting in 30 attendees.
- **Prepared specifications** for the development of **digital projects** (website and logo).
- Developed **business proposals** and **communication materials** using **Photoshop** and **Canva** design tools.
- **Monitored competition** and managed **three social media channels** (LinkedIn, Facebook, and Twitter).
- Managed a team of three people for the development of a website using the project management tool **Trello**.



**Business Analyst**  
Bank Of Africa

*Jan 2020 - May 2020 (5 months)*

- **Analyze the offerings and competitive environment** to identify actions aimed at the civil servant segment at the national and international levels through **benchmarking**.
- Identify the various civil servant **targets** to approach; develop typical profiles using the **Buyer Persona** tool.
- Conduct **market research using both qualitative and quantitative approaches**; propose innovative offerings, services, and actions to recruit and retain this segment.
- Develop a **communication plan** with key messages to use for **communication materials**.

## Academic background



**Master's in Marketing and Communication**  
Business school : ISCAE Group

*Year of graduation: 2021*

- Mitsubishi Corp. Excellence Scholarship



**Preparatory classes: economics and commerce, technological option**  
Institution : Med Réda Slaoui High School

*Year of graduation: 2016*

## SKILLS

- Languages: **English** and **French** (fluent); **Arabic** and **Tamazight** (native).
- Proficient in **WordPress CMS** and **Drupal CMS**.
- Office tools: **Microsoft Office** (PowerPoint, Excel, Word, and MS Project).
- **UX/UI design** tools (Figma, Adobe XD, Sketch, and Axure).
- Website **SEO optimization** tools: Google Search Console, Google Analytics, Semrush.
- Agile project management tools: **Jira** and **Trello**.
- Proficient in web languages such as **HTML**, **CSS**, and **JavaScript**.

## Various interests

- **Community work**: Active member of the IDTS association
- Sports: Football (Best Player Award "Danone of Nations 2010") and volleyball.
- Graphic design: Launch and management of an **online clothing store**.