

Amel LAMLOUM
04/02/1990
33 allée pluton
93600
Aulnay sous bois
E-mail: amel.lamloum6@gmail.com
+33695273890

Web Marketing Manager



EDUCATION

- 2011-2015: **TELECOM Business School**
Diploma of Telecom Business School, Mines-Telecom Institute: Digital Marketing
- February- July 2014: **Universidad Catolica Andres Bello**
Student exchange in Caracas (Venezuela): communication class in Spanish
- 2008-2011: **Intensive foundation degree for Business Schools**
Economy in college Paul Valery, Paris 12^e.
- 2006-2008: **Maths and Science Baccalaureate**
College Voillaume in Aulnay sous-bois

WORK EXPERIENCE

- September 2015 - March 2017: **Online marketing manager in Mai Globe Travels, in Colombo (Sri Lanka)**
- Project management: realization of the new website of Mai Globe Travels (design, organization,...)
 - Developing the marketing strategy in line with company objectives
 - Coordinating offline campaigns with sales activity
 - Planning and implementing creative online campaigns: increasing website's traffic
 - SEO management: quality content and SEO friendly
 - SEM management: working with a French web agency (managing the budget)
 - Management of the blogs (French & English): Mai Globe blog and Travablue
 - Monitoring partnerships with media & NGOs
 - Monitoring & increasing Social Media presence: Facebook, Instagram & Bloggers
 - Monthly reports: performance of the website, planning budget.
- Management of a team of 5 people in a multicultural environment: webdesigner, writer, developers and sales executives.
- October 2014-septembre 2015: **Webmarketing project manager trainee in MonCornerB.com, Paris**
- Data analysis with Google Analytics
 - Planning and implementing the campaigns
 - Monitoring the realization of the new website Naturience
 - Management of the blog: writing articles
 - Organization of the website
 - Monitoring the referencing of the website
 - Organization of events: café corner
 - Monitoring partnerships with the bloggers and the medias
 - Monitoring the customer service
 - Monitoring the logistic
 - Monthly report
- October - January 2014: **Project manager Webmarketing assistant in Videdressing.com, Paris**
- Traffic manager assistant
 - Writing articles for the SEO
 - Research of partnerships with bloggers
 - Competitor monitoring
 - Help for the SEO
 - Data analysis with Google Analytics
 - Newsletter monitoring
 - Monthly report
- July- septembre 2013: **Digital Project manager assistant in the magazine Marie France, Boulogne**
- Community management (Facebook, Instagram, Twitter)
 - Monitoring the website
 - Research of partnerships
 - Competitor monitoring

- Coordination of the on/offline campaigns
- Daily and monthly report

SKILLS

- Informatic: Excel, Powerpoint, Word, Google Analytics, Google Search Console, Redmine, Prestashop, HTML/PHP/CSS/Javascript (basics), Photoshop (basics).
- English : fluent, TOEIC (850)
- Spanish : fluent

HOBBIES

- Travelling
- Danse
- Reading
- Yoga
- Muay Thai