



MERROUN REDOUAN

Data Analyst | Digital Marketing



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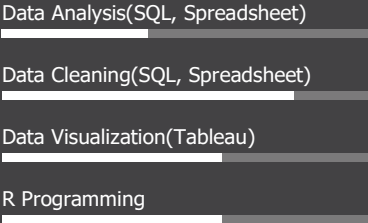


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SKILLS



ABOUT ME

I am a highly motivated Data Analyst with a Google Data Analytics professional Certificate whose approach to execute projects based on productivity, efficiency and action. My Multitask background in internet marketing combined with the Data Analysis and project management learning experience give me strong analytical skills to help stakeholders make the right decision. As a Leader, I believe pieces are stronger together than apart and brainstorming and planning sessions are the key to success. I am currently seeking greater and more exciting responsibilities on Data Analysis field and Digital marketing .I am hungry to apply these skills in making a massive impact on the trajectory of fun, mission- driven startup. I am ambitious and willing to get hands dirty to do whatever it takes in order to guarantee success.

WORK EXPERIENCE

DEALZBOOTH SARL
Tangier
May 2015 - Jun 2022

Co-founder, Digital marketing specialist

- Worked with local small business owners to define messaging and create successful messaging and incentives to see increased click-through and open rates.
- Defined long-term strategic goals according to specific business needs for all clients and advised business owners on best practices to maximize ROI
- Created all content for 20+ clients' email campaigns including all copy for all campaigns
- Focused on list building and analysis for all clients to increase quality and quantity of new leads

MINT HOUSE MEDIA SARL
Tangier
May 2009 - Apr 2015

Digital Marketing Manager

- Managed entire email marketing process - including copywriting, design, coding and deployment through our ESP
- worked closely with SEO, PPC and Conversion teams to align outbound lifecycle initiatives for all clients

VECTOR CONSULTING SARL
Tangier
Mar 2004 - May 2009

Email Marketing Manager

- Using KPI's and measurable metrics created segmentation strategies, A/B testing of subject lines, content, images and offers which drove higher open and click-through rates.
- Established a detailed database management process for list cleansing and increased inbox delivery and ISP whitelisting for list volumes of 50,000 to 1,500,000.
- Report, track and analyze campaign performance proving success in strategies and ROI.
- Refined the Email marketing process by gathering industry best practices and assuring that legal compliance requirements processes such as CAN SPAM were integrated.
- Edited content and HTML code as needed.
- Conducted inbox testing across major domains to ensure deliverability prior to deployment.
- Monitored campaign performance throughout the day.
- Managed creative development for both email and direct mail campaigns

EDUCATION

GOOGLE
Coursera
2022

Certificate

Google Data Analytics Professional Certificate

GOOGLE
Coursera
2022

Certificate

Google Project Management Certificate

EHECT
Tangier
2008

Bachelor

Business Administration

**High SCHOOL
ABOU BAKR RAZI**
Tangier
2000

High school diploma

Baccalaureate: Mathematic sciences

Area Of Interest



Data Analytics

I love telling a story. Getting to the heart of a problem and coming up with a solution.



Collaboration

I enjoy working with my team to create winning strategies.



Visualization

I like Representing data and information into a graphical representation by using visualization tools.