



Redouan Merroun

Associate Data Analyst
Digital Marketer

Phone

00212666688507

Email

red1.data.analyst@gmail.com

Portfolio

<http://red1-data-analyst.com>

ABOUT ME

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.

Skills

Data Management in SQL

Data Analysis in SQL

Cleaning Data in Python

Data Manipulation in R/Python

Language

English

French

Experience

Digital Marketing Manager

2015 - 2022

DealBooth Sarl | Tangier/Morocco

- 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

Digital Marketing Specialist

2009 - 2015

Mint Nouse Media | Tangier/Morocco

- 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

Email Marketing Manager

2004 - 2009

Vector Consulting | Tangier/Morocco

- 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

Associate Data Analyst
DataCamp | Online

2022 - 2023

Google Data Analytics Professional Certificate
Coursera | Online

2022

Master : Business Administration
eHECT | Tangier/Morocco

2007 - 2008

Baccalaureate: Sc. Maths

High-School: Abi bakr razi | Tangier/Morocco

1996 - 1999