

# Sirine Ben Mansour

## Digital Marketing Analyst

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### EDUCATION

#### Bachelor of Sciences in Business Administration

2020 - 2024

Tunis Business School – Tunisia

Major: Business Analytics, Minor: Marketing

Grade: 3.01 CGPA (out of 4)

#### Baccalaureate in Experimental Sciences

2016 - 2020

Ibn Mandhour High school – Tunisia

Mention: Very good (trés Bien)

Grade: 16.33 (out of 20)

### PROFESSIONAL EXPERIENCE

#### Marketing Data Analyst (End-of-study Project)

February 2024 – May 2024

AccessToEBusiness – Lac2, Tunis, Tunisia

- Performing Marketing Mix Modeling to measure the effectiveness of marketing efforts on the website traffic for one of ACCESS's major clients.
- Cleaning, transforming, and ensuring the accuracy of digital data sets, using AI and automation where needed. Visualizing with KPIs and actionable insights using PowerBI.
- Providing strategic re-commendations for the distribution of spend and digital me-dia strategy based on findings and results.

#### Data Analysis Intern (Customer Behavior)

July 2023 – August 2023

Expensya – Lac1, Tunis, Tunisia

- Developed and refined three key dashboards within the internship duration, significantly enhancing data accessibility and usability.
- Engaged closely with Product Managers to design and introduce four new dashboards, bolstering the internal product team's capacity for informed decision-making.
- Analyzed and interpreted data derived from 30 SaaS platform events, offering substantial insights instrumental in guiding the decision-making of 6 Product Managers.

#### Digital Marketing Intern

February 2021 – April 2021

M1 Marketing – Megrine, Ben Arous, Tunisia

- Developed and published six compelling blogs, enriching the website's content, and bolstering audience engagement.
- Optimized five website pages SEO on WordPress, enhancing user experience and search visibility.
- Created a month's content strategy, ensuring a consistent online presence, while achieving a commendable 20% increase in social media engagement during the internship period.

### SKILLS

HTML, CSS, PHP

WordPress

Wix

HubSpot

Adobe tools

Microsoft Power BI

Microsoft Excel

SPSS

Tableau

Google Analytics

Meta Ads Manager

Python

R

SQL

Looker Studio

Northbeam

Trello

Miro

Notion

Google workspace

## LANGUAGES

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Arabic (Native)  
English (C2 - EFSET)

French (Bilingual)  
German (Basic)

## CERTIFICATES

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### Google Professional Data Analyst Certificate

Coursera – United States

[Certificate Link](#)

June 2022 – September 2022

### Google Analytics Certificate Advanced

Google – United States

[Certificate Link](#)

February 2022 – February 2022

## VOLENTTEERING EXPERIENCE

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### Co-founder and President

She Starts Africa TBS – Mourouj, Ben Arous Tunisia

September 2021 – September 2022

- Served as President and Co-founder of She Starts Africa, a pioneering social enterprise.
- Spearheaded initiatives empowering women in technology, entrepreneurship, and leadership roles.
- Established and led She Starts university club, fostering female leadership through entrepreneurship education and job market readiness programs.

### International relations Responsible, Incoming Global Talent

AIESEC BARDO – Bardo, Tunis, Tunisia

February 2021 – August 2021

- Conducted market research to identify potential international partners.
- Managed customer service for exchange participants, including tracking, motivation, and communication.
- Organized and facilitated partnership calls with global AIESEC partners and participants.
- Host and drive meetings with B2B partners.
- Support the Marketing team via creating content, material design, and coordination.

### General Secretary of Marketing and Communication Department, MWTO event

Tunisian International Model United Nations (TIMUN) – Mourouj, Ben Arous, Tunisia

December 2020 – March 2021

- Held the position of General Secretary at MWTO, overseeing marketing and communication efforts.
- Directed strategic planning and implementation of marketing campaigns.
- Managed communication channels and contributed to organizational growth.

### Member, Project Management Department

ATLAS Future Leaders TBS Chapter – Mourouj, Ben Arous, Tunisia

October 2020 – July 2021

- Conducted thorough market research to evaluate potential partners and prospects.
- Represented the entity, and projects to potential sponsors, and partners.
- Played a key role in strategic event planning, contributing significantly to the success of major events.