SWEANIZ
NOUBAGH
IT & MarCom

CONTACT

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📍 Gent, Belgium
Rijbewijs B

⚫ **More Links**

SKILLS IT

- Front End: Vue & React
- Backend: Laravel, PHP,MySQL, Node
- Programming: C#, .NET
- Other: WP, Shopify, GIT, Firebase
- Project Management
- Effective Communication
- Critical Thinking

SKILLS MARCOM

- Adobe Suite
- Google Search Ads
- Meta Ads
- Content creation: photo, design & video
- Leadership & management
- Email marketing & automations
- Analytics & Reports
- Social media management

LANGUAGE

- Dutch & English - Native
- French - Professional Proficiency

ABOUT ME

Ambitious | Assertive | Goal getter
Eager to learn. Hungry for new challenges to think outside of the box and to stay creative. Driven to have a positive impact in the field of IT & MarCom. Independent with a team spirit mindset.

EXPERIENCE

ONS Collective | E-commerce Brand Owner   2024-Present
Self-Employed

Launched and managed a Shopify-based ecom brand with a focus on digital performance marketing. Oversaw Meta Ads, TikTok Ads, and Google Shopping campaigns, with precise tracking implementation using GTM & other 3rd party. Managed a small team and optimized customer journeys through data insights and creative strategy.

Tools: *Shopify, Meta Ads Manager, Google Shopping, TikTok Ads, TrackBee, GTM, Analytics*

Software Developer   2022-2023
Guideline Belgium

Built full-stack business applications to automate content processes and streamline data management. Developed user interfaces using Vue.js, Vuetify, and Inertia.js, while handling backend development in Laravel (PHP) with MySQL. Contributed to agile development and version control through Git.

Tools: *Vue.js, Vuetify, Inertia.js, Laravel, PHP, MySQL, Git*

Marketing Manager   2020-2022
WATR NV

Led digital marketing initiatives across multiple brands, overseeing both creative production and performance marketing. Scaled the internal team to 8 members and managed online campaigns (Meta, Google) and media content production. Collaborated with PR agencies, developed growth strategies, and ensured a strong online/offline brand presence.

Tools: *Meta Ads, Google Ads, GTM, Analytics, Adobe Creative Cloud, CRO, UI/UX, Mailchimp, Sprout, Buffer*

Digital Consultant   2019-2020
POLAND INVEST

Executed digital marketing campaigns across Meta and Google platforms. Managed social media, developed commercial content, and led webinar promotions with automated workflows via Zapier and ActiveCampaign.

Tools: *Meta Ads, Google Ads, Analytics, Zapier, ActiveCampaign, HubSpot, Hotjar*

LICENSES & CERTIFICATIONS

Ultimate C# Masterclass	Udemy	2024
Training VUE	Eduvision Opleiding & Training	2022
Web Developer Bootcamp	Udemy	2022
Google Search & Ads Display Certification	2021
Facebook Ads MASTERY 2020	Coursenvy ™	2020