

SWEANIZ NOUBAGH

IT & MarCom

Portfolio: linktr.ee/baghsnn

INTRO

Entrepreneurial | Down-to-earth | Growth-oriented

I'm a driven professional with a hands-on mindset and a strong appetite for learning and innovation. I value honest feedback & criticism and see it as an opportunity to grow.

I thrive independently as well as working collaboratively within a team. I'm looking for a stable, full-time role where I can bring my experience to the table, contribute meaningfully, and continue learning every single day.

CONTACT

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Gent, Belgium
Rijbewijs B

LANGUAGE

- Dutch & English - Native
- French Professional Proficiency

EXPERIENCE

ONS Collective | E-commerce Brand Owner Self-Employed

2024-2025

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 - CI/CD.

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 Marketing 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*

CERTIFICATIONS & EDUCATIONS

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 TM	2020

Toegepaste Informatica HoGent	2016