

NADA NACHIT

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EXPERIENCES



- 2024** **DIABOLOCOM** **Paris**
Now. **Senior SEO Specialist - Team Lead**
Managing an SEO team of 2 people. Creation of an SEO Content Strategy to penetrate new markets: UAE, USA, DACH Markets.
- 2023** **SEO Specialist**
Sept. **Technical and editorial overhaul of two websites in six languages (subdomains). - Local and international SEO -**
 - Technical audit and website redesign. Management of developers, agencies, writers, and translators.
 - Creation of an international SEO strategy: Optimization, netlinking, PR, podcasts and partnerships. 90% Traffic increase.
- 2022** **ACCOR** **Issy-les-Moulineaux**
May. **SEO Consultant & content manager**
Management of a client portfolio consisting of 13 brands from the Accor Group (Southern Europe) across 7 countries.
 - Creation of content and websites in over 5 languages (All.accor.com + brand websites).
 - Management of media agencies, SEO, copywriters, and translators.
 - Audits and website redesigns to address the latest Google Core Updates.
- 2020** **SOLOCAL** **Boulogne-Billancourt**
Sept. **SEO Project Manager**
Management of a client portfolio of over 250 SME websites in France.
 - Conducting preliminary semantic studies for website construction (Keyword research, creation of semantic clusters, site mapping).
 - Ensuring site compliance with SEO specifications (Semantic optimization index, conformity of Hn tags and titles).
 - Semantic and technical audits, strategic recommendations throughout the website lifecycle or during pre-sales.
 - Designing User Stories and conducting testing to improve internal tools.
- 2020** **TSC DIGITAL (SITEL) for L'Oréal France** **Paris/Romainville**
Jan. - **Digital projet Manager**
Jul. **Creation of a Social Room for the digitalization of L'Oréal's customer service and management of the brand's CRM (Salesforce).**
 - Project management and follow-up: supervision and management of a team of 4 digital customer relationship web-advisors on the brand's digital channels (Sprinklr).
 - Formalization and implementation of activity management processes, preparation and monitoring of schedules, operational monitoring of production, implementation of skill enhancement programs, organization and facilitation of quality control instances, reporting, and customer relationship management.
 - Brands managed: La Roche-Posay, L'Oréal Paris, La Provençale, Vichy. Platforms: Facebook, Instagram, and Amazon social media platforms.
- 2019** **PUBLICIS LUXE for SWAROVSKI** **Paris**
Aug. - **Digital project manager**
Dec. **Website redesign project and CRM tool implementation.**
 - Strategic and operational recommendations, project management and follow-up: internal brief and external specifications preparation, planning preparation and monitoring, framing and contribution to UX & Design, user stories preparation.
 - Operational monitoring of post-production, workload and budget tracking, quality control of deliverables, client support and change management. Editorial management and copywriting of the website: adaptation of English and French content, translation.
- 2019** **L'OREAL** **Clichy**
Jan. - **Digital Brand Manager**
Jul. **Digital management of Maybelline, Garnier, and L'Oréal Paris brands on social media and e-commerce platforms, content creation and adaptation. North African & Middle Eastern Market.**
 - Implementation of 360° campaigns, drive-to-store, influencer marketing. Analysis and monitoring of KPIs, optimization of media investment strategy.
 - Assisting product managers in merchandising, trade, and new launches. Preparation of product sheets for distributor e-commerce websites and marketplaces. Content translation into Arabic, French, and English: product sheets, product labels, online content. Creation of augmented reality filters (SparkAR) for media activations, strengthening brand image on Facebook, converting simple engagement into purchases on partner websites through various campaigns.

EDUCATION

IESEG SCHOOL OF MANAGEMENT, Paris, France

- Master in Management : Digital Marketing. Double degree with l'ISCAE.

Institut Supérieur en Commerce et Administration des Entreprises (ISCAE), Rabat, Morocco.

- Parcours Grande école : Marketing.

Classes Préparatoires aux grandes écoles (HEC). Meknès, Morocco

INTERSTS & SKILLS

Languages: English (bilingual), French (native), Arabic (native)

Tools: Suite Office, SAP FICO, SAP CRM, Sprinklr, Salesforce, AgoraPulse, Shopify, Klaviyo, WordPress, Google Ads, Facebook Ads, Alkemics, Amazon Sellers, WebFlow, ScreamingFrog, Ahrefs, SEMRush, Botify.

Intérêts: Swimming, fitness, gastronomy (Food Blogger).