

# Amine Zaari | Marketing Communication Specialist

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## WORK EXPERIENCE

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### Daba App – Quick – Commerce App

Marketing Coordinator | Freelance | November 2021 – Present

- Set up a **marketing strategy**, planning, and executing the **ASO initiatives for Daba's application** on the *App store and Google Play*;
- Create and manage **social media content**, and **design the social media visuals** (*Carousels, simple posts, Videos*) to grow **Daba App's social media awareness organically by 80%**;
- Track, analyze, research, and optimize **keywords and rankings for Daba's brand**, as well as conduct competitive analysis;
- Work closely with the **Developers' team** on fixing **the bugs** and following up with the edits;
- Audit and analyze **ASO & SEO performance**, identify issues, find root causes, and experiment with solutions to improve performance at scale.
- **The Next Step:** *Optimize the A/B tests on the app stores for increased download conversion rate and store page traffic, and SMS.*

### International Institute of Business Valuation (iiBV)

Marketing Coordinator | Freelance | April 2021 – Present

- Develop and execute **e-mail marketing campaigns** for the iiBV's courses to promote the company's brand awareness, boosting sales by **60%** and clientele base by **20%**;
- Research to analyze **Japanese and African Business Valuation market trends**, customer communication behavior, and competition, and prepare reports by collecting, analyzing, and summarizing data using Excel;
- Plan and manage Marketing Committee meetings and online conferences by creating and updating PowerPoint presentations, and coordinating requirements, especially with the **Middle East, Serbian and UK** clients;
- Contribute, design, and manage **social media and SEO content**, helping to grow the **iiBV's social media** presence by **60%** and organic **traffic by 160%** over eight months;

### Com2Market – Digital Marketing Agency

Digital Project Manager | Full-time | November 2019 – January 2021

- Identify and produce **marketing content** for the agency's clients, as well as manage their **social media accounts**;
- **Event management:** coordinate and set up **Ramadan Operation** and select influencers to increase the awareness of the event, **resulting in a 42% rise in yearly sales** for two of the clients, while sharing the event's customer journey with the community
- **Lead the production team** - video animation and infographics - for high-quality **traditional and digital** content;
- Set, plan, and analyze **Social Media paid activities** on clients' media accounts, and apply A/B-testing strategy
- Data analysis and Reporting - **according to KPIs**.

### Weshore Agency – Digital Marketing Agency

SEO Manager | Full-time | August 2018 – August 2019

- Keyword research using both **Ahref** and **Google Keyword Planner**;
- Write, and publish SEO-optimized material - **Blog & Social media posts**;
- Develop optimization strategies, and fix all the website errors (**301, 302, 404...**);
- Execute suggestions for improvements based on **backlink** analysis;
- Keyword mapping & local SEO - **Example of Google My Business**;
- Create a monthly **SEO** report.

## EDUCATION

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### Mohammed V University – Rabat

Master Degree: Strategic Marketing & Commercial – 2018

## SKILLS, CERTIFICATES & LANGUAGES

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### Skills:

- HubSpot | Mailer Jet | MailChimp | Hootsuite
- Screaming Frog | GT-Metrix | Ahrefs
- Facebook Ads Manager | Google Ads
- Photo and Video Editing (Adobe Photoshop, Illustrator, Final Cut Pro & Canva)
- Google Analytics | Search Console | CMS (Wordpress, Squarespace)

### Certificates:

- Google Ads Search Certification;
- Digital Marketing - Certificate delivered by Live Mentor;
- Google Analytics Individual Qualification;
- Google My Business;
- Brand Video – YouTube Ads.

### Languages:

**Arabic & Berber:** Native | **French:** Fluent | **English:** Professional | **Spanish:** Basics