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Currently holding the position of Web Editor, I specialize in creating SEO-optimized content with a focus on user engagement and digital visibility. I have the ability to develop marketing strategies and improve visibility in search engine results. My listening skills and analytical mindset are my main strengths for advancing projects and strategies within a company.

Experience

Web editor & Content management

Digital Market . Full-time

Sahline, Monastir, Tunisia – (Sep 2024 - Present)

- Development of a **content strategy** aimed at improving user experience and website SEO by integrating optimized internal linking to guide visitors to relevant content and strengthen page authority.
- Writing and publishing articles, blogs, and product descriptions while incorporating **strategic keywords** to enhance organic ranking in search engines and attract targeted traffic.
- Conducting keyword research and competitor analysis using **SEMrush** to shape the content strategy and optimize website performance in search engines.
- Implementing best **on-page SEO practices**, such as optimizing H1 and H2 tags, URLs, and improving the site's **internal link structure** to facilitate user navigation and search engine crawling efficiency.

- Establishing a **link-building strategy** with high-quality backlinks to increase the website's authority and ranking on Google.
- Analyzing SEO performance through **Google Search Console** and **Google Analytics**, enabling strategy adjustments based on impressions, click-through rates, and user behavior.

Marketing Strategist

SheTech Studio . Part-time

Sousse, Tunisia – (Feb 2024 - Sep 2024)

SEO

- Conducting an on-site, off-site, and technical audit.
- Designing and executing SEO strategies to improve site visibility and boost search engine performance.
- Conducting a keyword audit, analyzing them, and developing a full strategy to choose relevant keywords, optimizing web pages, and developing backlinks to drive website growth.
- Analyzing website performance using tools like Google Analytics and Google Search Console, providing actionable insights for improving user acquisition and engagement.
- Conducting a benchmark of competitors operating in the same sector as our company.
- Implementing technical SEO best practices, including optimizing page speed, mobile responsiveness, and structured data.

Content Strategy

- After conducting a performance analysis of the old website, we found that the user experience was not easy or relevant. Therefore, with the graphic design team, we created a new wireframe for the updated website.
- Collaborated with the content team to create and optimize digital content.

- Improving user experience and increasing website traffic through content optimization.
- Utilizing data-driven insights from SEO and social media performance to refine content creation efforts.
- Coordinating with designers and developers to ensure content is visually engaging and aligning with user experience standards.
- Optimizing multimedia content (videos, images, etc.) for search engines and user engagement.

Marketing Manager

SheTech Studio . Internship

Monastir, Tunisia – (Jun 2023 - Sep 2023)

SEO

- Designing and implementing SEO strategies to enhance the online visibility of SheTech Studio.
- Conducting in-depth research on relevant keywords for the SheTech Studio industry.

Social Media Management

- Creating an editorial calendar for consistent content planning.
- Content creation and scheduling for Instagram.

Data Analysis

- Utilizing analytical tools such as Google Analytics to track KPIs.
- Implementing Google Analytics on the SheTech Studio website.
- Defining goals and conversions to monitor.

Customer Service Representative

STB Bank . Internship

Monastir, Tunisia – (Jan 2022 - Jul 2022)

- Managing payment methods: documentary collections and letters of credit.
- Handling outgoing and incoming transfers: Foreign exchange and international trade regulations

Skills



SEO

I have developed a **strong proficiency in Search Engine Optimization**, focusing on enhancing website visibility and performance on search engines. My skills include detailed **keyword research**, effective **on-page and off-page optimization**, and staying updated with the latest SEO trends to boost organic traffic and improve online presence.



Marketing Strategy

I have developed comprehensive plans to promote products or services, leveraging market research, competitor analysis, and consumer behavior to create impactful strategies that resonate with target audiences.



Social Media Marketing

I have experience in Social Media Marketing, mastering platforms such as Facebook, Instagram, Twitter, and LinkedIn. I have designed and executed social media posts, driven audience engagement, and implemented strategies to **elevate brand visibility**.



Illustrator / Figma

Proficient in Figma and Illustrator for designing social media posts, onboarding screens, documentation, and other visual materials.

Education



Professional Master's in Digital Marketing, *Esprit School of Business* (2022 - 2024)

Graduated with high honors in Digital Marketing.



National bachelor's degree in Management Sciences, *IHEC Sousse* (2019 - 2022)

Graduated with a specialization in Finance.

Language

French 🇫🇷

Proficient speaker

English 🇺🇸

Proficient speaker