

Omaima El baz



Contact

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omaimaelbaz

omaima-el-baz

My portfolio

About Me

As a graduate in Economics and Management, I am eager to apply my analytical skills to the marketing field. My strong interest in consumer behavior, digital marketing strategies, and global business trends drives my desire to pursue a Master's in Marketing. I aim to refine my skills and expand my knowledge while leveraging my economics background to approach marketing challenges with a data-driven perspective, and ultimately, to drive impactful and innovative marketing strategies.

Skills

- Digital Marketing Tools & Platforms (Google Ads, Facebook Ads, Instagram Ads, Google Analytics, Ahrefs, Mailchimp, Buffer, Hootsuite)
- Search Engine Optimization (SEO)
- Social Media Management & Strategy (Content planning, Community engagement,)
- Data Analysis & Reporting
- Soft Skills (Analytical thinking, Problem-solving, Creativity, Time management, Teamwork, Leadership)

Education

- Bachelor's Degree in Economics and Management
FSJES Agadir, Morocco 2022
- Technician Diploma in Construction Site Management (Public Works)
OFPPT Tassila, Agadir, Morocco 2020
- Baccalaureate in Science (Physics-Chemistry)
Aourir High School, Agadir, Morocco 2016

development skills

- Web Development
JavaScript, PHP, HTML5, CSS3, Bootstrap, WordPress
- Database Management
MySQL, MongoDB
- Frameworks & Tools
Scrum, Agiles, Jira, planning poker
- Agile Methodologies
Scrum, Agile

Experience

Marketing digital Intern

Technopek, Agadir, Morocco

April 26, 2024 – October 26, 2024

- Conducted market prospection to identify new business opportunities and potential clients.
- Managed social media accounts, increasing engagement and brand visibility.
- Developed and maintained WordPress websites for clients, ensuring high-quality user experience.
- Wrote scripts for voice-over ads, creating engaging and effective advertising content

Freelance Marketing Copywriter & Website Creator

Remote | September 2023 – Present

- Website Creation: Designed and developed conversion-focused landing pages for various clients and brands using platforms like WordPress, Shopify, and YouCan, leading to increased sales and improved conversion rates.
- Ad Video Scriptwriting: Crafted compelling scripts for ad videos that enhanced Click-Through Rates (CTR) and Conversion Rates (CVR) in collaboration with industry figures like 'Ayoub Copywriter.'
- Effective Copywriting: Produced high-conversion copy for landing pages and scripts that significantly increased engagement and lead generation.

Community Manager Intern

Abdima, Agadir, Morocco

October 1, 2023 – January 1, 2024

- Managed social media platforms, including content creation and audience interaction.
- Analyzed social media metrics to optimize content strategies.

Administrative Assistant Intern

GTR Sud-Est, Agadir, Morocco

February 1, 2023 – June 30, 2023

- Provided administrative support, including document preparation and data management.
- Assisted in project coordination and office management tasks.
- Improved internal communication through streamlined processes.

Certifications

Digital Marketing Certification – Technopek
by CEO of Technopek

Master in Digital Transformation Strategy & Digitalization
Instructor: Arun Singhal
Udemy

Marketing Analytics: Pricing Strategies and Price Analytics
Instructor: Start-Tech Academy
Udemy

Best of Digital Marketing: ChatGPT, SEO, Ads & Social Media
Instructor: Ing. Tomas Moravek
Udemy

The Ultimate Google Analytics 4 Course - Complete Guide
2024
Instructor: Tanmoy Das
Udemy

Market Research: Dekker's Complete Marketing Research
Course
Instructors: Dekker Fraser, Jyra Galosmo, Neelisha Singhal
Udemy

Digital Marketing Mastery: From Strategy to Plan to Success
Instructors: Gordon MacArdle, Nancy Mouton
Udemy

Marketing Strategy Development: Stand Out From the Crowd
Instructors: Anton Voroniuk, Yuliia Besedina
Udemy

Marketing Strategy: Communicating Your Message
Instructor: TJ Walker Media Training Worldwide Digital
Udemy

Pandas Bootcamp 2023 for Data Analysis
Instructor: Jobshie
Udemy

Master Course in Agile Marketing and Marketing Sprint
Instructor: José Parabhu J
Udemy

Complete SEO Guide: SEO for Beginner to Expert
Instructor: Web Oral
Udemy

Web Development Bootcamp
Institution: YouCode, UM6P, Youssoufia, Morocco
YouCode

Certificat de Participation au Programme "Injaz Al-Maghreb JA Company Program" 2015
Agadir, Morocco

- Participation certificate for the program designed to foster entrepreneurship and business skills among young people.

Languages

English – C1 (EF SET Test)

French – Intermediate

Arabic – Native (Maternal Language)

Interests

Volunteer Work

Participation in community projects, demonstrating a commitment to social causes.