FOUAD **SENNOUNI**

Bilingual Digital Specialist (FR/EN), I combine tech and marketing to drive e-commerce projects. With 2M+ downloads, I create high-performance UX, impactful visuals, and precise SEO. My MBA enables me to turn data into action. Creative and detail-oriented, I thrive on challenges.

PERSONAL DETAILS

- 📞 +33 6 14 82 31 28
- ✉️ fouadsennouni@outlook.com
- 📍 Paris, France
- 🌐 www.fouad.website
- 🚗 European Mobility
- 💼 www.linkedin.com/in/fsennouni

LANGUAGES

Arabic: Native
English: Bilingual
French: Fluent

SKILLS

Soft Skills

- ◆ Autonomy & Initiative
- ◆ Results-Oriented Creativity
- ◆ Organization & Attention to Detail
- ◆ Fluid Intercultural Communication

Hard Skills

- ◆ SEO (On-page, Off-page, Technical)
- ◆ Google Analytics 4 & Looker Studio
- ◆ Google/Meta Ads & A/B Testing
- ◆ Mailchimp & HubSpot
- ◆ CMS (WordPress, Shopify)
- ◆ Photoshop, Illustrator, Premiere Pro
- ◆ Figma & Basic Coding

INTERESTS

- ◆ Website Creation / Web Design
- ◆ Content Creation
- ◆ Videography & Video Editing
- ◆ Strategy Games

PROFESSIONAL EXPERIENCE

Digital Marketing Associate

Orange - Paris, France (08/2025 - Present)
- Managed social & SEO in a startup context; organic traffic and leads increased in 3 months
- Optimized eSIM offers and checkout; increased conversion and decreased CAC in 3 months
- Improved ROAS through creative testing and landing pages

Responsable du Contenu et du Marketing Digital

Algorithmics - *Tétouan, Maroc* (09/2023 - 08/2024)
- +40% traffic via acquisition-focused content strategy
- Created targeted content to encourage parents to enroll their children
- +60% engagement on Facebook, Instagram, and TikTok

Content & Digital Marketing Manager

Freelance - *Martil, Morocco* (09/2015 - 09/2023)
- App dev (UX/UI, SEO), 2M downloads; creation using AI
- Visuals and Google Ads/social campaigns; optimization using AI

Digital Marketing Associate

ShellBoxes - *Marrakech, Morocco* (03/2022 - 11/2022)
- Content on blockchain security and Web3 audits
- Engagement campaigns and partnership management

EDUCATION & CERTIFICATIONS

MBA in Digital Marketing and E-commerce

ISTEC - *Paris, France* (09/2024 - Present)
- Training focused on digital marketing and e-commerce
- Skills in digital strategy and campaign management
- SEO, data analysis, and performance optimization

Bachelor's Degree in Languages, Communication, and Media

Abdelmalek Essaâdi University - *Martil, Morocco* (2015 - 2019)
- Focused on English, written and oral communication
- Translation practice and media basics
- Skills in writing, analysis, and intercultural communication

Certificate in UX-Oriented Web & Mobile Development

Udacity & Dubai Future Foundation - *Remote* (2019)
- Web & Mobile Development (HTML, CSS, JS)

Certificate in Digital Marketing

HubSpot Academy - *Remote* (2025)
- Digital marketing: SEO, content, web performance, blogs, and videos

SEO Certificate

Semrush Academy - *Remote* (2025)
- Semrush SEO fundamentals: keywords, audits, content, backlinks