

# AHMED MAHBOUB

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## PROFILE

Digital Marketing & Branding Specialist with hands-on experience across paid ads, content production, and e-commerce. Skilled in Meta Ads, Google Ads, GA4, and Shopify, with a strong eye for brand identity and creative design. Multilingual in English, French, Arabic, and Spanish learner. Experienced in both agency and entrepreneurial projects, bringing data-driven creativity to help brands grow.

## EXPERIENCE

### Digital Marketing & Design Specialist

01/2024 – 10/2024

*Visivant*

- Provided comprehensive digital marketing solutions: SEO, social media, and email campaigns.
- Developed client websites on Shopify and WordPress with a focus on user experience and brand consistency.
- Produced engaging graphics and multimedia content to boost client engagement and conversion rates.

### Multimedia Specialist (Full Time)

09/2023 – 01/2024

*Luxury Home Design*

- Planned and executed digital marketing campaigns for social media and email
- Created marketing visuals and video content for brand promotions
- Managed and updated website content to support SEO and engagement

### Digital Strategy Manager

01/2023 – 07/2023

*El Attar Pottery*

- Developed and executed digital marketing strategies.
- Produced visual content to enhance brand presence.
- Optimized online campaigns, increasing engagement and sales.

### Assistant Marketing Manager (Internship)

09/2022 – 01/2023

*Kasmal*

- Monitored performance indicators
- Organized marketing events
- Supported advertising campaigns
- Conducted competitive intelligence

### Brand & Community Manager (Internship)

06/2021 – 09/2021

*3WDEV*

- Managed complex projects to successful completion.
- Built community connections via social media engagement.
- Created resonant content to expand reach.
- Engaged customers to boost satisfaction and brand reputation.
- Collaborated with designers to realize creative visions.

## EDUCATION

### MSc Digital Marketing & Analytics

10/2024 – Present

*TBS Education - Barcelona*

Barcelona

- Coursework: SEO, SEM, UX/UI Design, Google Analytics 4, Paid Media Strategy, Data Analytics with Python/R, CRM & Automation.
- Consulting project with **Amaris Consulting**: UX research, digital strategy, and client presentation.
- Thesis: *Dark Patterns in Digital Marketing*: qualitative computational analysis using AI and Python-based web scraping and sentiment analysis (Reddit, Trustpilot) with VADER/NLTK.

### Bachelor of Business Administration

01/2018 – 07/2022

*Al Akhawayn University*

- GPA: 3.29
- Major in Marketing

- Minor in Communication

## High School Diploma (Science in Economics)

2017

*L'harmonie*

## HARD SKILLS

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### Digital Marketing

SEO, SEM, Meta Ads, Google Ads, TikTok Ads, LinkedIn Ads, Campaign Optimization

### Creative Tools

Canva, Photoshop, Illustrator, CapCut, MidJourney/Leonardo AI

### Analytics & Reporting

Google Analytics 4 (GA4), Google Tag Manager, A/B Testing, Tableau, Python (Sentiment Analysis, Scraping)

### E-commerce & Web Management

Shopify, WordPress (Elementor), WooCommerce, Landing Pages & CRO

### Email Marketing & CRM

Mailchimp, HubSpot, Automation (n8n, Zapier), Google Sheets API

## LANGUAGES

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### Arabic

(Native)

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### English

(Bilingual)

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### French

(Bilingual)

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### Spanish

(Beginner)

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## ACHIEVEMENTS

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### Dean's list

*Al Akhawayn University*

- Fall 2019, Spring 2020, and Fall 2021

### Fight Club Treasury

*Al Akhawayn University*

- Board Member

### Position Coach of American Football

*Al Akhawayn University*

### Champion Mixed Martial Arts

*Al Akhawayn University*

## LICENSES & CERTIFICATIONS

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### Google Ads Apps Certification

*Google*

### Google Analytics Certification

*Google*

### Adobe Photoshop CC-Photoshop training

*Adobe*

### HubSpot Marketing Hub Software

*HubSpot*

### AI In Africa Workshop Certificate

### Facebook Marketing & Facebook Ads Course

*Facebook*

### SEO Training for Beginners: Learn SEO & Local SEO + ChatGPT