MOHAMED AZIZ KOOLI

GROWTH MARKETING | DIGITAL MARKETING

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PROFESSIONAL SUMMARY

Digital Marketing professional with a strong interest in growth marketing, e-commerce, and performance optimization. Hands-on project experience in WordPress e-commerce development, SEO audits, and digital marketing tracking. Familiar with Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Ads, and Meta Ads. Interested in using data analysis to improve website performance, organic visibility, user experience, and conversion rates.

CORE SKILLS

Digital Marketing: SEO (On-Page and Off-Page), Technical SEO Audits, Content Marketing, Google Ads, Meta Ads, Email Marketing, CRM.

Web and E-commerce: WordPress Website Development, E-commerce Website Optimization, Website Performance Optimization.

Analytics and Tracking: Google Analytics 4 (GA4), Google Tag Manager (GTM), E-commerce Tracking, Marketing KPI Tracking, Website Traffic Analysis, Campaign Performance Analysis, Dashboard Creation.

SELECTED PROJECTS

Boomring – E-commerce Digital Transformation

Physical Clothing Store

Developed the online presence of a physical clothing store through an e-commerce website, with the objective of increasing brand visibility, reaching more customers, and supporting online sales.

- Designed and developed an e-commerce website using WordPress.
- Optimized website content and structure for search engines (SEO).
- Configured Google Tag Manager (GTM) and implemented 15 tracking tags.
- Integrated Google Analytics 4 (GA4) to monitor website activity and conversions.
- Configured, monitored, and optimized digital advertising campaigns.
- Established KPI tracking to support data-driven marketing decisions.

Gallery TN – E-commerce Website & Digital Marketing

E-commerce Project

- Developed an e-commerce website using WordPress to establish an online presence and support product sales.
- Optimized website structure and product pages to improve search engine visibility (SEO).
- Improved product presentation and website user experience to support customer engagement and conversions.
- Focused on e-commerce performance optimization and digital marketing opportunities.

SEO Audit – Magazine TN

E-commerce Website

- Conducted a technical, on-page, and off-page SEO audit, including website performance analysis.
- Identified optimization opportunities related to indexing, site structure, content, internal linking, and page speed.
- Developed actionable recommendations to improve organic visibility and website performance.

SEO Audit – El Amen Funéraire

Website SEO Project

- Performed a technical and on-page SEO audit of the website.
- Evaluated page structure, content quality, and user experience.
- Proposed SEO improvements to support better organic search performance.

EDUCATION

Master's Degree in Digital Marketing Sep 2025 – Jun 2027
Esprit School of Business

Bachelor's Degree in Business Information Systems Sep 2022 – Jun 2025
Esprit School of Business

CERTIFICATIONS AND TRAINING

- Google Analytics 4 (GA4) – June 2026
- We ScaleUp – Data-Driven Marketing – September 2026

ADDITIONAL ACHIEVEMENTS

- Built and optimized WordPress e-commerce websites.
- Configured GA4 and GTM for e-commerce tracking.
- Created SEO-optimized website content.
- Worked on digital advertising campaign configuration, monitoring, and optimization.
- Developed website analytics dashboards and performance reports.