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AHMED SEDDIK BELDI

- Digital Marketing Specialist
- Front-end Developer (CMS - HTML5/CSS3/Bootstrap)
- Graphic Designer



Work Experience

ahmedseddikbeldi.com

Digital Marketing Specialist

Current Position

Panamedia
Tunis, Tunisia

August, 2021

Key Accomplishments

Graphic designer/Webmaster

SPG
Tunis, Tunisia

Jul, 2019 - Jun, 2021

Key Accomplishments

Graphic Designer / UX Designer

IT SERV
Tunis, Tunisia

Aug, 2018 - Jun, 2019

Key Accomplishments

Graphic designer/web integrator

Velcome SEO
Toulouse, France

Feb, 2017 - Apr, 2018

Key Accomplishments

Digital Marketing Specialist

Bagradas
Tunis, Tunisia

Mar, 2014 - Aug, 2016

Key Accomplishments

Graphic Designer

Pharmalys Laboratories, Communication Division
Tunis, Tunisia

Nov, 2012 - Feb, 2014

Key Accomplishments

Graphic Designer/Internship

Funcity, LandMark Group, Marketing Departement
Dubai, United Arab Emirates

Apr 2012 - Nov 2012

Key Accomplishments



Qualification

Bachelor Degree in Arts and Communication
Tunis Institute of Fine Arts



Skills

Design : Adobe (Photoshop, Illustrateur, Indesign, XD, After Effects, Premiere Pro), Blender.

Web Design & Front End Development : Wordpress, Shopify, Prestashop, HTML5, CSS3, Bootstrap.

Digital Marketing : Meta Ads, Snapchat Ads, Tik Tok Ads, LinkedIn Ads, Google (Ads, Analytics, Tag Manager)

Web Hosting : Cpanel, Plesk, AWS



Languages

Arabic, French and English

Digital Marketing Specialist

Current Position



Panamedia

Tunis, Tunisia

August, 2021

- Create and manage ads on Google (smart campaigns, search, performance, app installs) and on different social media platforms (Meta, LinkedIn, Tik Tok, Snapchat)
- Monitor and analyze key performance indicators and improve campaigns based on results and target audience interactions.
- Run A/B tests to determine the most effective strategies to achieve predefined campaign objectives
- Design of emailing templates and launch automated campaigns using * | Merge Tags | *
- Analysis of advertising performance by creating events, tracking URLs and conversions using Google Analytics, Google Ads and Google Tag manager
- Creation of WordPress and Shopify website
- Developing SEO strategies, defining procedures and distributing tasks with the team for implementation.
- Management of web hosting tools (Plesk, Cpanel)
- Configuration of email address accounts
- Configuring DNS records and improving deliverability

Graphic designer/Webmaster

SPG

Tunis, Tunisia

Jul, 2019 - Jun, 2021

- Wordpress website management
- Social media management
- Graphic Design of: Posters, Banners, Stands, Flyers, Email Templates..
- Email campaigns Management

Graphic Designer / UX Designer

IT SERV

Tunis, Tunisia

Aug, 2018 - Jun, 2019

- Mobile and Web application mockup design
- Design of Logos, Posters, Web and printed banners, Stands, Flyes...
- Creation of 2D animation
- Video editing

Graphic designer/web integrator

Velcome SEO
Toulouse, France

Feb, 2017 - Apr, 2018

- Mobile and Web application mockup design
- Design of Logos, Posters, Web and printed banners, Stands, Flyes...
- Creation of 2D animation
- Video editing

Digital Marketing Specialist

Bagradas
Tunis, Tunisia

Mar, 2014 - Aug, 2016

Responsible of developing the online marketing strategies the clients companies, utilizing such techniques in the field as web design, social media, PPC campaign, (adwords...) Web analytics, e-mail marketing and search engine optimization.

Graphic Designer

Pharmalys Laboratories, Communication Division
Tunis, Tunisia

Nov, 2012 - Feb, 2014

- Pharmaceutical product packaging design.
- Design of print and web advertising campaigns on different medias.

Graphic Designer/Internship

Funcity, LandMark Group, Marketing Departement
Dubai, United Arab Emirates

Apr 2012 - Nov 2012

- Design of Icons, logos, posters and banners.
- Perform the Printing preparation
- Design of wall papers with attractive illustrations.
- Design of rollup banners, posters, Tickets, Signages, Birthday cards and artworks for animations.