PERSONAL INFORMATION Zahra Klaoua Tamtamane

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 zahra.klaoua@gmail.com

Sex Female|Date of Birth 08/08/1998|Nationality Spanish- Moroccan

Salesforce CRM & Marketing Automation |X2 Salesforce Certified

# ABOUT ME

Passionate about technology and how it shapes today’s world. Motivated to search adequate solutions and

strategies for businesses in a global context.

# SOFT SKILLS

* Fluent in both **French**& **English** languages. **German student** in Goethe Insitut.
* Organized/ Communicator / Problem solver /Enthusiast

# LANGUAGES

Native Spanish **&** Moroccan Arabic

Fluent English **(C1)/** Fluent French**(C1)/** German**(B1)**

# WORK HISTORY

 03/2024-now **Digital Marketing** assistantat Trazada agency

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Trazada is a digital marketing agency specialized in consulting and business acquisition on the Internet. They provide many services such as SEO& Inbound, Digital Campaigns, Analytics & CRO and Digital Consulting.

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-I have participated in real client projects.: content strategy,SEO optimization, Email Marketing, Ads and content promotion, Metrics analysis.

Knowledge of SEO, SEM, PPC, Email Marketing, web analytics and social networks.

**Tools used:** GMB, Wordpress, Sharepoint, Outlook, Teams
𝗦𝗸𝗶𝗹𝗹𝘀: Teamwork, SEO, Email Marketing, Analytics.

11/2023- 01/2024 **Digital marketing** trainee at Avafa Consulting S.L.

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Avafa Consulting is a consulting which offers solutions in the field of distribution and e-commerce with a focus on Amazon.

I worked on this startup as a Marketing assistant, reporting directly to the CEO.

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-Project management. I supported many projects for different clients.

-Managed the social media platforms of the CEO (SMM).

-Assisted in the creation of video content for the company using the AI.

-Prepared marketing presentations based on the company needs.

- Administrative tasks such as update the stock from an excel to the Miravia marketplace platform. Made invoices in excel.

-Organized the tasks in Notion website.

**Tools used:** Google Search Console, Google Analytics, Google My Business Chat GPT, seowritingIA, Ubersuggest, Linkedin, Office 365, Wordpress, Notion.

𝗦𝗸𝗶𝗹𝗹𝘀: SEO, Marketing Research, Advertising, Email Marketing, Analytics

07/2023- 09/2023 **Customer service representative (French speaker)** at Allianz org.

Inbound calls and back-office tasks.

01/2023- 04/2023 **Content Marketing** trainee at Global Commerce Media org.

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Global Commerce Media is a new breed of performance media company building high-quality websites that provide our millions of users with well- researched, unbiased, and verified information across many different verticals, topics and languages. During my degree studies, I was working as a Content creator.

𝗠𝗮𝗶𝗻 𝗥𝗲𝘀𝗽𝗼𝗻𝘀𝗮𝗯𝗶𝗹𝗶𝘁𝗶𝗲𝘀:

-Market study and research.

-Article writing for SEO and affiliate marketing with WordPress.

-Content creation for Instagram with Figma.

𝗦𝗸𝗶𝗹𝗹𝘀: Copywriting, SEO,Affiliate marketing, Wordpres

 05/2022- 01/2023 **Affiliate marketing** trainee at Geobizops org.

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GeoBizOps® is an online marketplace headquartered in Tampa, Florida, offering a platform to showcase and promote products worldwide. As an international pioneer in its field, GeoBizOps® connects products, services, and solutions with a global customer base. The company consistently strives to surpass customer expectations by not only offering a diverse range of products and services but also by fostering synergy through tailored solutions.

I supported the Marketing & Sales department with marketing actions in order to increase both sales and revenue reporting to the Chief Digital Officer of Sales and Marketing.

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* Employed Asana for efficient task management and streamlined team communication through Slack.
* Designed and optimized effective sales funnels using platforms like systeme.io and myclickfunnels.com.

-Managed and meticulously organized data for multiple marketing initiatives, engaging with over 1,000 targeted companies.

* Crafted engaging and informative blogs that bolstered GeoBizOps' online presence and engagement.

⚈ Project = 4 months.

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⚈Developed an Affiliate Marketing Programme.

-Tools used: Slack, Canva.

𝗦𝗸𝗶𝗹𝗹𝘀: Office 365, Content marketing, SEO, Email marketing, Affiliate marketing

01/2019–06/2019 **E-commerce & Event Management** trainee at Sage org.

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Sage is the market leader in integrated accounting, payroll and payment systems, with products that support the work and aspirations of employers around the world.

My role here was as a trainee supporting many tasks directly to the manager from the Event &PR department. I also attended a volunteer day programme for the disabled children playing with them.

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-Management of Woffu Sage Time Control, communication with clients to resolve questions both via phone and email.

-Manage of Data bases using Astec and Excel(Advanced level).

-Organization of events for volunteers ,and planning of meetings by Microsoft Teams using Outlook.

-Volunteers such as one of soaps for the Breast Cancer Organization.

𝗦𝗸𝗶𝗹𝗹𝘀: Office 365, Communication,events

# CERTIFICATIONS

Salesforce Administrator

Marketing Cloud Administrator

C1 DALF- Institut Francais

# EDUCATION AND TRAINING

2023 - now Trailhead by Salesforce - >Mountaineer rank

2018-2024 Marketing Bachelor, Universidad Rey Juan Carlos, Madrid

2020-now Oriental dance at D’ambra dance project (professional level)

2019-now German as a foreign language, Veith Institut (Madrid), Alpadia(Berlin)& **Goethe Institut**

2016-2018 Higher Professional Studies in Administration &Finance, Santa Gema Galgani (Madrid)

 Before 2016 Exchanges in Hamburg &Paris (High School)