

Assia Louffi

Digital Transformation Consultant
Young Professionals by SD Worx



/ Experience

Online Marketer— SEO Marketeer

iValue

Local SEO, Social Media strategy, SEO, Keyword research, Digital audits, technical SEO,
2015-2018

Editor-in-chief / Journalist

Mvslim

Briefing teams, reporting, research viral content, creating content, Supervising the daily tasks of publishing media,
2015-2016

Online Marketer — Internship

iValue

Emailmarketing, webdevelopment, designing, Facebookadvertising, Google Adwords, SEO,...
2015

/ Soft Skills

Teamplayer
Autodidact
Strong work ethic
Adaptability

/ Languages

Nederlands ● ● ● ● ●
Engels ● ● ● ● ○
Frans ● ● ● ● ●
Japanese ● ○ ○ ○ ○

/ Education - Certificates

Bachelor

Communication Management
(Digital Media Manager)
Thomas More University College
2012-2015

Certificates

Google Analytics
Google Adwords Fundamentals
Design Thinking
Google Adwords search
SearchMetrics: Yellow and Green Belt

Hard Skills

- Digital Marketing strategy
- Google Analytics + GTM
- E-mailmarketing
- (Local) SEO
- Online Advertising
- HTML/CSS
- WordPress
- Drupal