

MOHAMED EL HALLOUMI

Digital Marketing Specialist

+1(579) 484-0646 @ mohammed.halloumi@gmail.com [Linkedin](#) [Portfolio - elhalloumi.com](#)
Toronto, Canada (willing to relocate) Authorized to work with a valid PR card & SIN number



SUMMARY

I'm a Digital Marketing Specialist with 5+ years of foreign experience in crafting data-driven strategies across finance, e-commerce, and tech. As a Permanent Resident of Canada, I bring a global perspective to help businesses grow through performance marketing, SEO, paid media, and e-commerce optimization. I've consistently delivered measurable results, driving traffic and converting leads into long-term customers.

EXPERIENCE



Digital Marketing Specialist

Wafasalaf

10/2022 - 08/2025 Casablanca, Morocco
<https://www.wafasalaf.ma/>

- Led digital marketing strategies that attracted 2.67M visitors and generated 61,511 leads, contributing to 330M MAD in financing.
- Reduced acquisition costs by 15% and increased lead conversions by 25%, optimizing the marketing funnel.
- Managed a 730K MAD monthly ad budget, consistently achieving a 2% Conversion rate and maximizing ROI through strategic allocation.
- Implemented A/B testing and data-driven strategies, increasing conversions by 5%.
- Collaborated with cross-functional teams to enhance the customer journey and improve user engagement, boosting customer retention by 30%.
- Executed multichannel campaigns on Google Ads, Meta, and LinkedIn, driving a 20% increase in brand awareness.



Digital Marketing & Communication Specialist

SACCOM CAPITAL GROUP

12/2019 - 08/2022 Casablanca, Morocco
sdevintl.co.uk/

- Developed SEM and SEO strategies, boosting organic traffic by 35% and increasing lead generation by 20%.
- Managed and optimized paid media campaigns across Google Ads, Meta, and LinkedIn, ensuring high ROI and cost-effective customer acquisition.
- Oversaw a call center team responsible for recruiting candidates for outsourcing services, improving lead conversion by 18%.
- Expanded campaigns to international markets, including the UK and Canada, targeting new customer bases and driving regional growth.



Digital Marketing Specialist Intern

DIGITAL PARTNERSHIP GROUP

02/2019 - 07/2019 Casablanca, Morocco
<https://digital-partnership.com/en>

- As an intern, I assisted in executing digital marketing strategies, focusing on social media, paid media, and SEO.
- Boosted brand visibility by {20%} and enhanced campaign performance by {15%} through benchmarking efforts and optimization.

EDUCATION



Master's Degree Equivalency in Marketing (Documents verified by WES in my website)

National School of Commerce and Management (ENCG)

09/2014 - 07/2019 Marrakech, Morocco

LANGUAGES

English (C1)

Proficient



French (C1)

Proficient



Arabic

Native



KEY ACHIEVEMENTS



2.67 Million Visitors & 61,511 Leads

Spearheaded digital marketing initiatives at Wafasalaf. Ma, attracting 2.67 million visitors and generating 61,511 leads, directly contributing to 330 million MAD in financing.



Market Share Expansion

Contributed to a 35% increase in market share by capturing a new user segment, leveraging targeted campaigns and segmentation strategies.



Conversion Rate Optimization

Enhanced landing page strategies and improved overall conversion rates by 18%, increasing lead-to-sale conversions.

SKILLS

Problem Solving

Email Marketing

SEO & Content Strategy

Google Analytics

E-Commerce Platforms

Meta Advertising

Cross-Functional Collaboration

Video Editing

Google Ads

Meta Ads

CERTIFICATION

Advertising with Meta

Gained a strong foundation in digital marketing with a focus on SEO, SEM, mobile marketing, and content strategy. Mastered Meta's advertising tools to design effective campaigns, optimize performance, and analyze metrics.

Foundations of Digital Marketing and E-commerce

Advanced understanding of Google Analytics to manage data, conduct analysis, and enhance marketing strategies. Covered core digital marketing concepts, including SEO, SEM, and mobile marketing.

REFERENCES

Badri Boudour

Digital Marketing Manager, Wafasalaf.ma - Morocco

+212 656-196011 - BADRIBOUDOUR@wafasalaf.ma

Badri was my direct manager while I worked as a digital marketing specialist for Wafasalaf.ma from 2022/2025.

STRENGTHS



Cultural Sensitivity

Tailoring strategies to Canada's diverse demographics for better engagement.



Data-Driven Decisions

Using analytics to optimize campaigns and improve performance.