

# YOUSSEF BAGHOUR

Digital Marketing & Growth  
Hacking Specialist



## About me

Passionate Marketing Specialist with a programming background, skilled in growth hacking strategies. Proven track record of driving impactful campaigns on Facebook, Google, and TikTok.

Proficient in WordPress, Adobe Photoshop, and social media management. For more details about my experience, please visit my [LinkedIn profile](#) and my [portfolio](#).



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## LANGUAGE

- English
- French
- Arabic

## SKILLS

- Digital Marketing
- Growth Hacking
- Social Media Management
- Web Development
- SEO (Search Engine Optimisation)
- Design (Conception)

## EXPERIENCE

### Head of Marketing - Freelance (Full-time) Jan 2021 - Mar 2023

- Successful in launching campaigns on Facebook, Google, and TikTok, driving brand visibility and engagement.
- Expertise in Growth Hacking Strategies, including SEO, email/SMS campaigns, and innovative Social Media approaches.
- Proficient in WordPress, Adobe Photoshop, and Social Media Management.

### JavaScript Systems Dev & Websites Dev - Freelance (Full-time) Feb 2020 - Nov 2021

- Helping Ecommerce Businesses optimizing processes through an automated system I created using JavaScript, Google Sheets, and Google App Script.
- Designed an intuitive order management system and created a comprehensive database to track delivery professionals' earnings and performance, contributing to company success.
- Developed a strong passion for digital marketing and applied effective strategies for impactful results.

### Javascript Developer - Capgemini (Internship) Jun 2019 - Sep 2019

- Streamlined material orders tool for hardware and software.
- Implemented a digital gateway, bypassing lengthy approval processes, significantly improving efficiency.

## EDUCATION

### YouCode - Web Development (2018-2020)

- Worked on individual and team projects enhancing skills in:
  - HTML, CSS, JS, Bootstrap, AdobeXD.
  - Python, PHP, SQL, Ren'py.
  - Team work and communication skills

### Faculté des Sciences et Techniques - MIPC (2016-2018)

- Studied fundamentals of Physics, exploring matter, energy, and motion.
- Developed proficiency in mathematical principles, including algebra, calculus, and geometry.
- Explored Computer Science, learning C language and honing programming skills.
- Cultivated critical and explorative mindset through educational pursuits.