

Hamza Mikou

Digital Marketing Manager

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📄 PROFILE

Digital marketing specialist with a passion for bringing ideas to life. I'm dedicated to lifelong learning and promoting communities and businesses. And I'm well versed in managing digital marketing projects, SEO, customer support, and communication, with specialties in social media strategy and niche market advertising in cross-digital channels.

- Attention to Detail
- Planning & Organization
- Positive Attitude
- Logical Thinking
- Teamwork & Teambuilding

🧠 SKILLS

- Search Engine Optimization
- Project Management
- E-Mail Marketing
- Testing & Optimization
- Web Analytics
- Web Site Design
- Pay-per-Click Marketing
- Media Buying
- E-Commerce Development
- Brand Management
- Content Marketing

📁 WORK EXPERIENCE

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|---------------------|---|---------------------|
| Apr 2019 – Present | E-COMMERCE & DIGITAL MARKETING CONSULTANT | Ottawa, Canada |
| | <ul style="list-style-type: none">• Improved website and e-commerce client UX.• Improved the on-page website's SEO.• Supervised social media accounts. | |
| Nov 2016 – Feb 2019 | DIGITAL MARKETING MANAGER, HMCONNEXION | Casablanca, Morocco |
| | <ul style="list-style-type: none">• Developed and implemented comprehensive digital marketing strategies to drive brand awareness, customer engagement, and lead generation.• Managed and optimized digital advertising campaigns across various channels, including Google Ads, Facebook Ads, and display advertising networks.• Conducted keyword research, monitored website rankings, and implemented SEO strategies to improve organic search visibility and drive targeted traffic.• Created and managed content marketing initiatives, including blog posts, social media content, email campaigns, and website content.• Monitored and analyzed campaign performance, tracked key metrics, and provided regular reports to stakeholders.• Collaborated with cross-functional teams, including design, development, and sales, to ensure consistent messaging and branding across all digital channels. | |
| Mar 2014 – Oct 2016 | DIGITAL MARKETING MANAGER, You & Me Consulting | Casablanca, Morocco |
| | <ul style="list-style-type: none">• Assisted in developing and implementing digital marketing strategies to increase brand visibility and drive customer acquisition.• Managed social media accounts, including content creation, scheduling, and community engagement. | |

- Conducted keyword research and implemented on-page and off-page SEO tactics to improve website rankings and organic traffic.
- Monitored website analytics using Google Analytics and provided insights and recommendations for optimization.
- Assisted in the creation and optimization of paid advertising campaigns on Google Ads and social media platforms.
- Collaborated with the content team to create engaging blog posts and other content marketing assets.

Oct 2012 – Jul 2015

STAND-IN IT PROFESSOR, IMVL

Casablanca, Morocco

- Planned, prepared, and researched lessons and teaching materials.
- Checked and assessed students' work and exams.
- Taught the student to use various computer skills and applications (MS Office, online tools, HTML, etc.).
- Developed and delivered new programs for learning activities, by using new technologies such as e-learning tools and MOOCs.

EDUCATION - CERTIFICATION

2023	Google Learning/Certification Programs, <i>Google Project Management Certificate</i>	Ottawa, Canada
2020	Carleton University Sprott School of Business, <i>DIGITAL MARKETING CERTIFICATE</i>	Ottawa, Canada
2007 – 2012	Ecole Marocaine des Sciences de l'ingénieur, <i>MASTER OF BUSINESS INFORMATICS</i>	Casablanca, Morocco
2001 – 2004	Abderhmane Ben Zaydane, <i>HIGH SCHOOL DEGREE, EXPERIMENTAL SCIENCE</i>	Meknès, Morocco

INTERESTS

- Scouting
- Event Curation
- Event Management
- Theatre Acting

LANGUAGES

English		French	
Arabic			