

Raja Najem

rajanajem@gmail.com (415) -909-8095

Professional Experience

- Nov 2017 to present** **Digital Marketing Assistant** – inWebo (San Francisco, California, USA)
- Developed & interpreted digital campaigns performances & reports
 - Developed marketing automations & retargeting campaigns
 - Built meta description, analyzed keywords, web traffic & market trend to make data-based decisions which increased website pages ranking
 - Worked across online marketing channels (email, paid search, content marketing, social media)
 - Designed & developed WordPress content for inWebo's 3 websites: French, English & German
 - Reviewed technical SEO issues regarding architecture, content, backlink in order to improve SEO positions
 - Researched and qualified leads to supply Sales team with quality leads
- Feb 2015 - May 2016** **Marketing & Sales Representative** – Contextor - RPA. (Orsay, France)
- Monitored a digital marketing plan that included e-campaigns, newsletters, webinars which generated 50 leads per week
 - Redesign & add site animations for contextor.eu
 - Provided results & analysis of social networks data
 - Generated leads & set meetings with prospective clients such as BNP PARIBAS, HENNER, CREDIT AGRICOLE
 - Presented, demonstrated & negotiated services to close accounts
 - Managed IT projects by defining technical specifications, scopes & schedules
 - Collaborated with usability engineers to improve products & services
- Oct 2013 – Apr 2014** **Marketing & Customer Relationship Assistant** – Côté Sushi (Paris, France)
- Enhanced website design & navigation on devices (laptop, iPad, smartphone)
 - Managed the iOS test team to deliver a mobile application within 3 months
 - Documented & maintained UI specifications
 - Redesigned & created content for cotesushi.com which led to an increase of 10k in monthly traffic
 - Planned & executed SEM programs & campaigns to improve positions
 - Established online & offline marketing campaigns which increase the brand's notoriety and sales
 - Acquisition, qualification & updating of customer database (50 000 opt-in)
 - Grew online community using social media
 - Customer Relationship Management
- Jun 2010 - Jul 2012** **Customer Relationship & Marketing Assistant** – Eye'At Group (Paris, France)
- Identified clearly & definitely a customer speech & a workflow map
 - Built definition of methods & organization of customer procedures to incorporate CRM best-practices
 - Actively involved in customer care (phone calls, emails...)
 - Managed & created reports for offline & online communication
 - Created & analyzed database

Education

- 2013 to 2014** **MBA in Digital Economy**
ESCEN - École Supérieure de Commerce et d'Économie Numérique (Paris, France)
- 2012 to 2013** **Bachelor in Entrepreneurship**
Novancia – Business School (Paris, France)

Languages

FRENCH & MOROCCAN: Native

ENGLISH: Fluent

SPANISH: Intermediate

Core Competencies

Magento - WordPress - SEM - Google AdWords - Google Analytics - Jumplead - Wincher - HTML - CSS - SEMRush - JavaScript - Digital Marketing - Social Media - Marketing Analysis - Prospecting - Customer Needs Analysis - Customer Care