



Nahla Dridi

Digital Marketing Consultant

I'm passionate about helping businesses grow online with smart strategies and engaging content. With experience in website creation, SEO, and digital marketing, I focus on increasing brand visibility and attracting the right audience. What sets me apart is my adaptability, determination, and love for challenges, always seeking opportunities to learn and grow.

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LinkedIn

[in/nahla-dridi/](https://www.linkedin.com/in/nahla-dridi/)

Portfolio

nahladridi.com/

Professional Experience

Digital Marketing Consultant

DESIGNCODE, NOV 2022 – Present

- Delivered **15+ WordPress websites** for clients across **various industries**.
- Worked with **three clients on SEO optimization**, conducting **technical audits, keyword research and content optimization**.
- Implemented and managed **SEO content strategies**
- Developed and managed **social media content strategies**, aligning with SEO goals to drive traffic and brand awareness.

Business Intelligence Intern

TIMSOFI, NOV 2021 – JUL 2022

- Developed custom applications using Power Apps.
- Leveraged Power Automate to **automate business processes**, enhancing efficiency and productivity.
- Created **Power BI dashboards** to provide clear and concise **data visualizations** for better decision-making.

BANK TELLER

BIAT, JAN 2020 – DEC 2020

- Managed cash transactions, including deposits, withdrawals, and currency exchanges.
- Processed banking operations such as check deposits, loan payments, and transfers.
- Assisted customers with product and service inquiries, identifying cross-selling opportunities.

Business assistant

OPPO TUNISIA, JUL 2019 – JAN 2020

- Managed customer orders.
- Assisted in preparing offers and contracts.
- Tracked sales using **CRM**.
- Prepared reports, presentations, and analyses for management.

Education

Master's Degree in Digital Management

Faculty of Economics and Management
Sciences of Tunis- 2020-2022

Relevant coursework: Digital Marketing, Data Analytics, E-commerce Strategies, Project Management, Web mastering, Information Systems.

Bachelor's Degree in Finance

Faculty of Economics and Management
Sciences of Tunis- 2016-2019

Skills

- **Project Management:** Jira, Trello, Asana
- **Customer Relationship Management:** HubSpot, Salesforce Marketing cloud
- **Data Analysis & Reporting:** SQL, SPSS, Power BI, Google Analytics
- **Content Creation & Design:** Canva, Adobe Photoshop, Figma
- **SEO & Web Analytics:** Yoast SEO, Google Search Console, SEMrush, Ahrefs, Screaming Frog
- **Marketing Automation & Social Media:** Mailchimp, Hootsuite, Meta Business Suite
- **Web Development:** WordPress, Elementor, Gutenberg, WooCommerce, HTML/CSS basics

Certifications

- Google Digital Marketing Certification
- HubSpot Email Marketing Certification
- Google Analytics Certification
- Microsoft dynamics 365 Fundamentals CRM (MB-910)
- Microsoft Power Platform Fundamentals (PL-900)