



Nahla Dridi

Digital Marketing Specialist

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.

Email
dridinahla18@gmail.com

Phone
+21622960087

LinkedIn
in/nahla-dridi/

Portfolio
nahladridi.com/

Professional Experience

Digital Marketing Specialist

DESIGNCODE, NOV 2022 – Present

- Delivered **20+ WordPress websites** for clients across **various industries**.
- Conducted **SEO audits, keyword research,** and **content optimization** for multiple clients.
- 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

TIMSOFT, 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)