

# HAMZA HEBAZ

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

## CONTACT

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## EDUCATION

### E-Tourism and E-Reputation Specialization

ISTAHT Ouarzazate  
2023-2025

### Film and Audiovisual Production Management

FPO Ouarzazate  
2022-2023

### English Studies

University Ibn Zohr Agadir  
2021-2022

## SKILLS

### PROFESSIONAL

- Digital Marketing
- Social Media Manager
- SEO Specialist
- Website Manager
- Content Creation
- Email Marketing
- Automation

### LANGUAGES

- English – Fluent
- French – Intermediate
- Arabic – Native

## PROFILE

I'm a Digital Marketing professional focused on social media, SEO, and content creation. I help brands grow their online presence and reach the right audience. I have experience managing social media, building marketing strategies, I enjoy turning ideas into real growth using simple, effective, and data-driven strategies.

## EXPERIENCE

### PROFESSIONAL EXPERIENCE

#### Digital Marketing & Social Media Manager | Tourism & Travel Industry

- Manage Facebook and Instagram accounts, creating engaging content calendars and driving community growth

#### SEO Specialist & Website Manager | Freelance & Client Projects

- Implemented SEO optimization strategies for travel agencies, improving organic visibility and search rankings

### PROJECTS

#### Discoverocco | Digital Travel Marketplace

- Developed comprehensive digital marketing strategy for travel marketplace platform
- Implemented SEO optimization to increase organic traffic and user acquisition

#### Morocco Travel | Travel Guide & Agency Portal

- Built and optimized WordPress website with comprehensive travel guides and booking functionality
- Optimized for search engines using Rank Math and keyword-targeted content

#### Private Tours Marrakech | Custom Travel Website Design & SEO

- Designed and developed custom travel website for local tourism agency
- Executed on-page and technical SEO to rank for high-intent travel keywords

#### Morocco Trips Agency | SEO Optimization & Performance

- Optimized existing website for search engines, improving organic traffic
- Conducted comprehensive keyword research and competitive analysis