



# SALIM BEN AMMAR

DIGITAL MARKETING SPECIALIST



## ABOUT

Selim Ben Ammar is a digital marketing strategist with over five years of experience in web design, social media management, Google Ads, marketing automation, and email marketing. He masters online advertising techniques to drive visibility and growth. Passionate and creative, he inspires others through his energy and shares his love for photography and videography on social media.



## CONTACT

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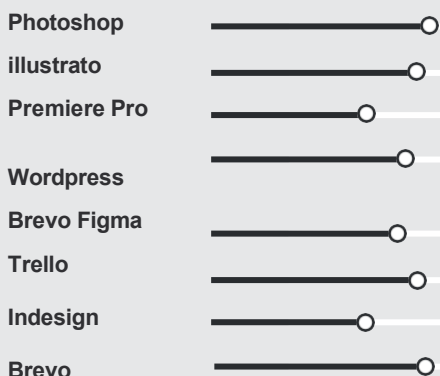
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## SKILLS



## WORK EXPERIENCE

**DIGITAL MARKETING SPECIALIST**  
NORDPRINT / MONASTIR, TUNISIA  
(Remote)

2024 - CURRENTLY

I manage digital campaigns using Brevo and Google Ads, tracking performance with Google Analytics and Brevo. I create content and design graphics for social media posts and email campaigns, analyzing metrics to drive continuous improvement. I generate performance reports and insights to optimize strategies and collaborate with teams to ensure alignment with overall campaign goals.

**DIGITAL MARKETING SPECIALIST**  
NOVATEL IT GROUP / SOUSSE, TUNISIA

2023 - 2024

I develop digital marketing strategies, create content, and execute SEO/SEM activities to improve visibility and generate leads. I analyze data to optimize performance and collaborate with cross-functional teams to ensure campaign alignment. As a webmaster, I manage website content and oversee design to enhance user experience and conversions, while also creating graphics for marketing materials.

**DIGITAL MARKETING SPECIALIST**  
OZEOL INTERNATIONAL / SOUSSE, TUNISIA

2020 - 2023

I specialize in developing digital strategies and managing paid media campaigns. I handle reporting for social networks and Google Analytics to assess performance and optimize efforts. As a webmaster, I oversee website management and ensure functionality. I create operational plans, manage community engagement, and cover events through digital channels. Additionally, I produce videos and design posts to enhance brand visibility and engagement.

**MARKETING AGENT**  
ATLAS PACKAGING COMPANY / SOUSSE, TUNISIA

2019 - 2020

I design packaging and brochures to effectively represent the brand. I manage the company's LinkedIn presence and engage with the professional community. I also participate in packaging fairs to stay updated on industry trends and expand the network. Additionally, I handle prospecting for both local and international clients to drive business growth.



## TECHNICAL SKILLS

Email Marketing

SEO/SE

Social Media Management

Ads

SMM

Data Analysis

Digital Marketing

Graphic Design

Webdesign



## EDUCATION

**MASTER'S DEGREE**  
MARKETING RESEARCH

2018 - 2020

**BACHELOR'S DEGREE**  
HIGHER COMMERCIAL STUDIES

2014 - 2017

**HIGH SCHOOL DIPLOMA**  
ECONOMICS & MANAGEMENT

2013 - 2014



## REFERENCES

**HABIBA BOUBATA**  
MARKETING CONSULTANT  
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**AMAL BEN AMEUR**  
RECRUITMENT TEAM LEADER - OZEOL  
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