



# KAOUTAR ELAKROUD

## MARKETING AND SALES EXPERT

A social media marketing and sales professional with 4 years of experience in social media marketing, brand management and increasing sales and profits through customer persuasion strategies.

Also experience in Google Ads, Google Analytics, Email Marketing, Facebook/Instagram Ads and TikTok Ads. I prioritize performance and know my target audience like our best friends. I am committed to providing high-quality, targeted traffic that converts prospects into paying customers.

## COORDONNÉES

+212 703-768808

kaoutarelakroud61@gmail.com

Tanger

## FORMATIONS

DUT from higher school of technology in thermal and energy engineering

HP: Customer Service

Google: Digital Marketing Fundamentals

Career Development College in London: Social Media Marketing

## SKILLS

- Sales and marketing
- Digital marketing
- Branding
- Marketing strategies
- Social media management
- Web designers
- Problem solving
- Communication
- Think outside the box
- creativity
- commitment
- Leadership
- team working

## LANGUAGES

English

Arabic

French

## PROFESSIONAL EXPERIENCE

2023-2024

I have worked with business and store owners to attract customers and double sales, and recently I worked on a nursing services project in Germany "Pflegedienst adil"

I provided training on the art of convincing customers and sales and marketing strategies.

I wrote a short e-book on techniques to attract customers and make more sales

2022-2023

Brand management

Managed the company's digital marketing strategies to reach more customers on the website and social media, the most important of which was working with the Saudi agent of Bochery International Brand.

2021-2022

Creating advertising campaigns across various social media platforms, including working on a project for a smart home supplies brand.

2020-2021

Upwork-freelance

I am a social media marketer and started my career in social media marketing with various clients