



Haythem Metloug

Digital Marketing Agencies Manager

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Professional Summary

- Dynamic Digital Marketing Agencies Manager with a proven track record of driving significant growth in yearly sales.
- Expert in identifying and capitalizing on untapped market potentials to boost agency performance and client satisfaction.
- Skilled in developing and executing innovative digital marketing strategies that enhance brand visibility and engagement.
- Adept at leveraging data analytics to inform decision-making and optimize marketing campaigns for maximum ROI.
- Strong leadership abilities, fostering a collaborative team environment that encourages creativity and success.
- Committed to staying ahead of industry trends and best practices to ensure competitive advantage.
- Excellent communicator with a knack for building lasting relationships with clients, partners, and stakeholders.

Work Experience

Marketing director May 2018 - Dec 2021
boostify

- Led the development and execution of comprehensive digital marketing strategies that increased brand visibility and engagement.
- Managed a diverse team of digital marketing professionals, including SEO specialists, content creators, and social media managers, to drive unified marketing efforts.
- Oversaw multi-channel digital campaigns, including email marketing, social media advertising, and PPC, resulting in a 30% increase in lead generation.
- Analyzed and reported on campaign performance using analytics tools, making data-driven decisions to optimize marketing strategies.
- Collaborated with cross-functional teams to ensure alignment of marketing initiatives with business goals and product launches.
- Established and maintained partnerships with digital marketing vendors and platforms to enhance service offerings and performance.
- Developed and implemented innovative content marketing strategies that improved user engagement and brand loyalty.
- Stayed current with industry trends and emerging technologies to continuously enhance digital marketing effectiveness.

Education

Master Degree in Economics and Managing Institutions Sep 2017 - Jun 2025
University of El Oued

- Time Management Skills: Developed effective strategies to balance academic responsibilities with personal commitments, leading to improved productivity and reduced stress.

Skills

Digital Marketing Agencies
Sales

Soft Skills

Commercial

Languages

العربية ■■■■■■
France ■■■■■■
English ■■■■■■

