



Ahmedyacine Gacem

Digital marketing specialist -Development sales.

I have a master's degree in international law, but my work in the field of "IT Hardware" in a company that is the official distributor of the ASUS brand in Algeria, It made me learn new skills. I am currently working as a Digital marketing specialist / Development sale. I have 5 years of experience in sales of B2B and B2C "IT Hardware".



ahmedyacine204@gmail.com



+213541533023-
+2130797490371



alger, algeria



linkedin.com/in/ahmedyacine
-gacem

SKILLS

B2B SALES

B2C SALES

SOCIAL MEDIA
MARKETING

CUSTOMERS
RELATIONS

TEAM WORK

WORK EXPERIENCE

Digital marketing specialist -Development sales.

SARL CHINFORMATIQUE

04/2018 - Present

official distributor of ASUS brand in Algeria

Digital marketing specialist / Development sales:

- Content writing, Create and manage advertising campaigns on the various platforms on which the company is present and conduct the necessary tests to measure the success of the campaigns before launching them (A/B TEST).finally, Create reports to monitor results and analyze various KPIs for evaluating ROI/ROAS...
- Propose and ensure the implementation of the commercial strategy and associated development actions: product & service offer, price positioning, development of the distributor network, marketing actions, customer visit plan.

EDUCATION

bachelor's degree in public law.

faculty of law- said hamdine.

09/2013 - 06/2016

master's degree in international law.

faculty of law- said hamdine.

09/2016 - 07/2018

LANGUAGES

ARABIC

Native or Bilingual Proficiency

ENGLISH

Professional Working
Proficiency

FRENCH

Professional Working
Proficiency

CERTIFICATES

Meta social media marketing. (10/2021 - 05/2022)

meta company

The strategy of content marketing (09/2021 - 04/2022)

university of California Davis.

Sports marketing (09/2021 - 04/2022)

Northwestern university.



5 Courses

Introduction to Social Media Marketing

Social Media Management

Fundamentals of Social Media Advertising

Advertising with Meta

Measure and Optimize Social Media Marketing Campaigns



May 9, 2022

AHMED YACINE GACEM

has successfully completed the online, non-credit Professional Certificate

Meta Social Media Marketing

In this specialization, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, create and manage content for social media platforms and evaluate and measure content performance, create effective and attractive ads for social media, create advertising campaigns in Facebook Ads Manager, and evaluate and communicate the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the Specialization applying their social media marketing knowledge and skills.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Anke Audenaert

Anke Audenaert
CEO & Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of
Management

Daniel Kob

Daniel Kob
Marketing Leader &
Entrepreneur

Verify this certificate at:

<https://https://coursera.org/verify/professional-cert/PTA9M6J9MC9J>



Northwestern University

Apr 1, 2022

ahmed yacine GACEM

a réussi

Sports Marketing

un cours en ligne sans crédit, autorisé par Northwestern University et proposé par
l'intermédiaire de Coursera

A handwritten signature in black ink that reads "Candy Lee".

Professor Candy Lee
Medill School of Journalism,
Media, Integrated Marketing Communications
Northwestern University

COURSE CERTIFICATE



Verify at:
<https://coursera.org/verify/CKWNUH548VSP>
Coursera a confirmé l'identité de cette personne et sa
participation au cours.

UC DAVIS

Apr 6, 2022

ahmed yacine GACEM

a réussi

The Strategy of Content Marketing

un cours en ligne sans crédit, autorisé par University of California, Davis et proposé par
l'intermédiaire de Coursera



Sonia Simone
Chief Content Officer
Rainmaker Digital, LLC

**COURSE
CERTIFICATE**



Verify at:
<https://coursera.org/verify/3A56ZALUHM9H>
Coursera a confirmé l'identité de cette personne et sa
participation au cours.