

HAMZA HEBAZ

Digital Marketing & Social Media Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with specialized expertise in social media management, SEO optimization, and content creation. Experienced in developing and executing integrated digital marketing strategies for travel and tourism brands. Proficient in Google Analytics 4, WordPress, and automation tools. Proven ability to build digital presence from scratch, manage multi-platform social media campaigns, and drive measurable business results through data-driven strategies.

CORE COMPETENCIES

Digital Marketing Strategy

- Google Analytics 4 (GA4)
- Google Search Console
- Keyword research & analysis
- Data-driven decision making

Content & SEO

- On-page & technical SEO
- Content creation & copywriting
- Blog strategy & optimization
- Email marketing & newsletters

Social Media Management

- Facebook & Instagram management
- Pinterest strategy & optimization
- Community engagement & growth
- Content calendar management

Technical & Tools

- WordPress website management
- Rank Math SEO plugin
- n8n workflow automation
- Microsoft Office (Word, Excel, PowerPoint)

TECHNICAL SKILLS & PROFICIENCY

Website Manager / WordPress	95%
SEO Optimization (Rank Math, GA4)	95%
Social Media Management	85%
Content Creation & Copywriting	80%
Email Marketing & Automation	75%

PROFESSIONAL EXPERIENCE

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

- Manage Facebook and Instagram accounts, creating engaging content calendars and driving community growth
- Develop and execute email marketing campaigns for customer retention and lead nurturing
- Handle reservation inquiries and manage booking platforms for seamless customer experience
- Monitor analytics and KPIs to optimize campaign performance and ROI

SEO Specialist & Website Manager | Freelance & Client Projects | 2023–Present

- Implemented SEO optimization strategies for travel agencies, improving organic visibility and search rankings
- Managed WordPress websites for multiple travel brands with focus on user experience and conversion
- Performed keyword research and on-page optimization using Rank Math and Google Search Console
- Tracked website performance using Google Analytics 4 and provided actionable insights

NOTABLE PROJECTS & CASE STUDIES

Discoverocco | *Digital Travel Marketplace*

- Developed comprehensive digital marketing strategy for travel marketplace platform
- Implemented SEO optimization to increase organic traffic and user acquisition
- Created and managed multi-channel content marketing campaigns

Morocco Travel Website | *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
- Integrated email marketing and customer management systems

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
- Set up reservation system and email automation for customer inquiries

Morocco Trips Agency | *SEO Optimization & Performance*

- Optimized existing website for search engines, improving organic traffic
- Conducted comprehensive keyword research and competitive analysis
- Implemented local SEO strategies to improve visibility in travel search results

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Advanced Coursework & Specializations

- Digital Marketing & Social Media Strategy – Content strategy, audience building, campaign optimization
- SEO Optimization – Keyword research, on-page SEO, technical SEO, and performance tracking
- Content Creation & Copywriting – High-conversion content, visual storytelling, and audience engagement
- Email Marketing – Newsletter strategy, email copywriting, automation, and analytics
- Blogging Mastery – Blog building, traffic growth, monetization, and SEO integration
- Digital Products & E-Commerce – Product development, platform setup, marketing, and scaling
- English for Tourism – Professional communication for international clients and hospitality
- Workflow Automation – Process optimization using automation tools like n8n

EDUCATION

E-Tourism and E-Reputation Specialization | ISTAHT Ouarzazate | 2023–2025

Film and Audiovisual Production Management | ISTAHT Ouarzazate | 2022–2023

English Studies | Ibn Zohr University, Agadir | 2021–2022

Baccalaureate in Literature (French option) | 2020–2021

LANGUAGES

- **English** – Fluent (Tourism & Digital Marketing specialized vocabulary)
- **French** – Intermediate
- **Arabic** – Native

KEY STRENGTHS

- **Data-Driven Marketing** – Leverage GA4, Google Search Console, and analytics to optimize campaigns and measure ROI
- **Multi-Channel Strategy** – Develop integrated campaigns across social media, email, and SEO
- **Creative Content Production** – Produce compelling copy and visuals that engage audiences
- **Technical Proficiency** – Expert in WordPress, Rank Math, Google tools, and automation platforms
- **Travel Industry Expertise** – Deep knowledge of tourism and travel marketing dynamics