

FAYCAL BEN RAISS

Digital Marketing Specialist
SEO • Paid Ads • E-Commerce

CONTACT

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EXPERTISE

Paid Media & SEO

Google Ads (Search & Display), Meta Ads, On-Page/Technical SEO

Strategy

Media Planning, Copywriting, Strategic Auditing

TOOLS & DATA

Google Analytics 4

Power BI (DAX) & Advanced Excel

Shopify, Odoo, WordPress

LANGUAGES

Arabic: Native

French: Fluent (C1/C2)

English: Fluent (C1)

PROFESSIONAL SUMMARY

Digital Marketing graduate (Bachelor's, 2026) combining hands-on expertise in user acquisition (Google/Meta Ads, SEO) with 6 years of proven operational discipline in a high-volume international environment. Backed by agency experience in driving ROI and delivering comprehensive strategic audits, alongside technical proficiency in data visualization (Power BI) and E-commerce platforms. Ready to leverage data-driven strategies to optimize customer journeys and scale brand performance.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern – SEO & Paid Ads

TwelvX | Benguerir, Morocco | Apr 2025 – Sep 2025

- **Paid Campaigns:** Managed Google Ads campaigns (Search & Display) targeting 3 high-potential cities, optimizing bids weekly to maximize CTR.
- **Social Ads:** Engineered full-funnel Meta Ads architectures with advanced audience segmentation and retargeting, continuously reducing cost-per-lead.
- **Strategic Auditing:** Delivered a digital ecosystem audit (scoring 52/100), identifying growth levers projected to generate +35,000 MAD/month in revenue.
- **SEO Execution:** Conducted on-page SEO audits (keyword research, meta tags, site structure) for 5+ client websites, increasing organic traffic.

Content Moderator & Customer Advisor

Teleperformance | Casablanca, Morocco | Jan 2020 – Mar 2026

- Sustained a 95%+ quality and accuracy rate across 6 years in a high-volume, multilingual international environment.
- Managed complex escalations under strict SOP frameworks, building analytical problem-solving skills highly transferable to campaign troubleshooting.
- Operated fluidly across French and English markets.

KEY PROJECTS & ACHIEVEMENTS

- **Capstone Project (Successfully Defended) – MedinaPulse (2026):** Phyigital urban complaint-management platform for smart cities (NFC tags, Power BI). Modeled media budget and B2G pricing. Field research showed 84% adoption intent.
- **E-Commerce Launch – Nectar d'Orient (2026):** Built a 45+ SKU fine grocery store end-to-end using Odoo and Shopify (UX, catalog, logistics).

EDUCATION

Bachelor's in E-Business & Digital Marketing – Graduated 2026

Hassan II University, Casablanca

Associate Degree in Commerce (Technicien Spécialisé) – 2015-2017

OFPT, Casablanca