



FAYÇAL BENAHMED

DIGITAL MARKETING EXPERT - 38 YEARS OLD - YVELINES

Please find more information on my website <https://faycalbenahmed.com/en>

Adept in new technologies, I have 17 years of experience in the digital field.

■ PROFESSIONAL EXPERIENCE

CONTACT INFO



Mobile:

(+33)6 78 12 32 68



E-mail:

faycalbenahmed@yahoo.fr



Website:

faycalbenahmed.com/en

SKILLS

- Project management
- Digital marketing
- Communication
- Social media expertise
- Strategy & analysis
- Management
- Content creation
- Online advertising
- Web development

LANGUAGES



Native



Professionnal - B2 - TOEIC : 880/990

INTEREST

- Video games
- Chess



Digital Marketing Expert - SKF

Since 2018

- Management of paid social media posts for the EMEA region (creation of campaigns, definition of the targeting and communications per country)
- Publishing and updating SKF.com website for France and the EMEA region
- Creation and deployment of local campaigns (landing pages, emailing...)
- Management of the Employee Advocacy program for all employees in France
- Monitoring and analysis of campaign KPIs
- Creation of videos, tutorials and e-learning modules



lusis

Digital project manager- Mercedes-Benz France 2017-2018

- Management of websites and mobile applications
- Management of the iPad fleet for MB network (deployment of iOS applications)
- Domain name management
- Writing of specifications with business units
- Launching and follow-up of calls for tenders with business units for e-business topics
- Tagging and checking of their implementations
- Communication with the brand's network



Digital project manager - Universal Music France 2015-2016

- Management of web and mobile projects in collaboration with labels (Barclay, Capitol, Mercury, Polydor...), planning and coordination, management of suppliers.
- Technical support for business units (writing specifications, projects monitoring, maintenance and developments)
- Implementation of social media optimizations via social network APIs



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TECHNICAL SKILLS

- HTML/PHP/MYSQL/Javascript/Python
- Photoshop
- Indesign
- Premiere/After Effects
- Power BI
- Microsoft Office
- API LinkedIn/Facebook/Google/X
- MS Project/Trello/Ticketing
- SEO/SEM

PROFESSIONAL EXPERIENCE



Project manager - PagesJaunes (french Yellow Pages) 2011 - 2015

- Management of digital projects: monitoring, analysis and reporting
- Management of external (suppliers) and internal people
- Analysis of website traffic and key performance indicators
- Communication on "best practices" and growth opportunities identified on social networks
- Organization of social media training for more than 200 employees
- Creation of applications and implementation of social mechanics
- Seeking and consolidating of partnerships for monetization
- Benchmarks and technology watch
- Participation in Facebook F8 and Mobile DevCon

OTHER EXPERIENCES

- 2010 - 2011** Web developer at e-TF1 - French TV channel
- 2009 - 2010** Programmer Analyst at Cantico - Web agency
- 2008 - 2009** Webmaster at TF6 and Série Club (Apprenticeship)
- 2008** Webmaster at France Télévisions (Internship)

TRAINING & EDUCATION

- 2024** MBA Chief Digital Officer - Expert in strategy and digital development
ESG Business School
- 2016** Training "Project management" (french) - Cegos
- 2015** Training "Management" (french) - Pilotis
- 2014** Training "Lead a meeting" (french) - Diversity conseil
- 2013** Training "Management" (french) - CSP
- 2013** Training "Lead a project" (french) - CSP
- 2012** Training "Participate in a project " (french) - CSP
- 2009** European Bachelor's: Web
European Institute of Computer Engineering Training
- 2005** Scientific baccalaureate