

# ARABI HADFI

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## Professional Summary

Experienced PPC specialist with over 5 years in marketing. I've developed campaigns, turning data into actionable insights to drive value for business. I do well in challenging situations and deliver results. I am also tech-savvy.

## Technical Skills

### Data Analytics & Coding

- Microsoft Excel
- SQL
- Google Analytics
- Google Looker
- Python

### Marketing Tools

- Google Ads
- Meta Ads Manager
- CRM & Salesforce
- Hubspot
- Google Tag Manager

### Productivity

- Notion
- Google Suite
- Microsoft Project
- MS Word
- MS PowerPoint

### Languages

- English
- French
- Arabic

## Certifications

- [Google Ads Search Certification](#)
- [Google Analytics Certification](#)
- [HubSpot Digital Marketing Certification](#)
- + [5 more certifications](#)

## Recent Projects

- **Home Office** | Home Office: Analysed VAWG survey data, offering valuable insights.
- **NHS** | Conducted COVID Booster vaccination surveys, reaching 2000+ respondents and boosting awareness.

## Work Experience

### Recruiter | Off To Work

London, UK | Nov 2023 - Present

- Reduced time-to-hire through end-to-end recruitment, including candidate sourcing and screening.
- Conducted weekly presentations for new staff, educating them on responsibilities, tasks, and safety practices.

### Marketing Manager | Al Manzil Real Estate

UAE | Jan 2020 - Nov 2021

- Achieved 40% sales growth by implementing and managing B2B PPC strategies across Meta Ads, Google Ads, and paid social campaigns.
- Optimised ROI by creating and analysing campaign KPIs through comprehensive reports and dashboards.
- Enhanced lead generation by 70% through targeted marketing, CRM performance analysis, and SEO tools utilisation.

### Engineering & Marketing Specialist | Al Manzil Real Estate

UAE | Feb 2018 - Jan 2020

- Increased revenue through targeted social media campaigns, utilising A/B testing to enhance lead generation.
- Collaborated with cross-functional teams to analyse marketing metrics, informing data-driven strategies for optimised campaign performance.

### Civil Engineer | Adil Benaim Construction

Morocco | Oct 2015 - Dec 2017

Relevant Skills: Data Analysis, Statistical Analysis, Data Visualisation, Data Manipulation, Management, Problem Solving, Communication, Administration.

## Education

### Master of Science: Marketing | University of Ulster

UK | Jan 2022 - May 2023

Class representative | Relevant coursework: Marketing Analytics, Digital Marketing, Strategy and Innovation.

### Bachelor of Engineering: Civil Engineer | FST - Hassan 1st University

Morocco | Sep 2014 - Jul 2015