

Digital Marketer

Marketing, E-Commerce & Digital Project Management

Omar Boukhatem

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Portfolio

PROFESSIONAL PROFILE

Certified digital professional (Scrum Master, Product Owner, OPQUAST) with over 3 years of experience across digital marketing, e-commerce and project management. Skilled at turning business objectives into measurable digital growth by combining strategic marketing execution, data-driven decision-making and end-to-end project delivery. Comfortable managing multiple stakeholders and projects at once in fast-paced, results-oriented environments, bringing both the strategic vision and the hands-on technical skills needed to make digital initiatives happen.

PROFESSIONAL EXPERIENCE

Digital Marketing & E-Commerce Consultant

Netyn — Web & Marketing Agency — Brussels, Belgium | November 2024 – Present

- End-to-end management of digital projects for several clients in parallel: needs scoping, functional specifications, stakeholder coordination and post-deployment follow-up.
- Management of geo-targeted Meta Ads campaigns (zone targeting, lookalike, retargeting) and TikTok Ads with daily KPI tracking (ROAS, CPA, CTR) and continuous optimisation.
- Deployment of go-to-market strategies for product launches: creative A/B testing, conversion funnel optimisation — 10 to 30 sales from launch on an unknown product (OdorBXL).
- Full tracking setup (GA4, GTM, Meta Pixel) and weekly analytical reporting focused on performance and ROI.
- Deployment of social media content strategies (Instagram, TikTok): editorial calendars, Reels, UGC and influencer coordination.
- Design and deployment of e-commerce websites (WordPress/WooCommerce, PrestaShop) optimised for SEO on-page and conversion, with Google Business Profile optimisation.

Business Analyst & Digital Project Manager

BILSYS — Brussels, Belgium | September 2023 – September 2024

- Development and execution of a multichannel marketing strategy (Google Ads Search, LinkedIn Ads, SEO/SEM) generating qualified leads among Belgian SMEs.
- Implementation of a data-driven subscription model that reduced operational costs by 15% and significantly increased recurring revenue (MRR) — supported by ROI and portfolio analysis.
- Management of the Odoo CRM platform (CRM, e-commerce, project modules): customer segmentation, pipeline tracking and marketing automation.
- Production of regular analytical reporting (KPIs, Power BI dashboards) to guide strategic decisions.
- Facilitation of requirements-gathering workshops, process mapping (BPMN) and delivery management in Agile/Scrum via Jira.

Digital Transformation Consultant

Banque BPOST — Brussels, Belgium | October – November 2023

- Interface between IT teams and end clients to optimise adoption of the BEEGO digital platform, contributing to a +15% improvement in customer satisfaction.
- Translation of business needs into concrete digital solutions in a multi-stakeholder environment.

Web Designer (Internship)

Human Smile — Brussels, Belgium | February – May 2023

- Full website deployment: requirements collection, CMS selection, UI/UX integration and go-live.
- Management and restructuring of the customer database (CRM): reorganisation of contact records and improved data quality.

TECHNICAL SKILLS

Acquisition & Paid Media	Meta Ads (geo-targeted, lookalike, retargeting), TikTok Ads, Google Ads Search, LinkedIn Ads, SEO on/off-page, SEA, A/B Testing, CRO, Conversion Funnel, Go-to-Market, Campaign Management
Analytics & Performance	Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Power BI, KPI Reporting (ROAS, CPA, CTR, conversion rate), ROI Analysis, Data-driven Marketing
CRM & E-Commerce	Odoo CRM, WooCommerce, PrestaShop, WordPress, Marketing Automation, Google Business Profile, HTML5, CSS3, UX/UI Design, Landing Pages
Content & Social Media	Community Management (Instagram, TikTok, Facebook, LinkedIn), Editorial Calendars, Reels/UGC, Influencer Marketing, Mailchimp, CapCut, Sony Vegas Pro
Creation & Design	Adobe Photoshop, Canva — Visual identities, brand guidelines, logos, advertising visuals
Project Management	Agile, Scrum, Kanban, BPMN, Jira, Asana, Product Owner, Multi-stakeholder coordination

EDUCATION

Bachelor in E-Business | September 2020 – September 2024

Haute Ecole EPHEC — Brussels, Belgium

Business Analysis · Digital Marketing · E-Commerce · Business Process Management · IT Project Management

CERTIFICATIONS

Scrum Master · Product Owner · OpenClassrooms – HTML5 & CSS3 · OPQUAST – Web Quality · Advanced Google Analytics · Google Ads Search · PrestaShop Training

LANGUAGES

French — Native **English** — C1 **Dutch** — B2 **Italian** — B2