



Moad Idrissi

Digital Marketing & E-Business Specialist

Passionate about creating innovative growth strategies, I combine digital marketing expertise with iOS app development (Swift/SwiftUI) to design unique user experiences. I stay up to date with new technologies, including AI, to remain at the forefront of trends.

Contact

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🌐 <https://moadidrissi.online/>

Skills

Digital Marketing

Digital Strategies, E-commerce, Email Marketing, Data Analysis, Advertising, Meta Ads, Monetization.

Development

Swift, SwiftUI, UIKit, HTML/CSS.

Professional

Communication, Organization, Creativity, Adaptability, Inventory Management.

Tools

Notion, Figma, Google Analytics, Mailchimp, N8N, App Store Connect, Xcode, ChatGPT, Canva, Make.com.

Languages

Arabic: Native

French: Fluent

English: Upper-intermediate / Advanced

German: Basic

Spanish: Basic

Interests

Hiking Photography

Technology Reading Music

Professional Experience

08/2025 - 10/2025 Back Office Agent

Concentrix · Fès, Morocco

- Optimized back-office processes to improve efficiency by 15%.
- Performed thorough data analysis and verification to ensure maximum quality and compliance.
- Actively collaborated with front-office teams to solve complex customer issues.
- Prepared performance reports and monitored KPIs for management.

07/2025 - 08/2025 Customer Advisor

Concentrix · Fès, Morocco

- Delivered high-quality customer and technical support, achieving a 95% satisfaction rate.
- Managed and resolved customer requests efficiently within tight deadlines.
- Proactively identified customer needs to propose tailored solutions.
- Contributed to continuous improvement of scripts and support procedures.

10/2023 Professional Internships

Marjane Market · Errachidia, Morocco

- Contributed to the design and implementation of local sales and marketing strategies.
- Participated in goods reception management and stock optimization.
- Organized in-store promotional events to boost sales and customer engagement.
- Analyzed sales trends to identify best-performing products and adjust strategies.

01/2021 - 05/2021 Email Marketing Agent

E-Transit · Fès, Morocco

- Managed end-to-end email marketing campaigns from design to delivery.
- Strategically segmented mailing lists for precise targeting and increased personalization.
- Created engaging content and email designs to maximize impact.
- Analyzed open, click and conversion rates to continuously optimize performance.

2016 - 2021 Digital Entrepreneur & Freelance Developer

Freelance · Mobile

- Developed and monetized a portfolio of iOS mobile apps (Swift, SwiftUI).
- Managed the full app lifecycle from design to App Store publication.
- Implemented effective monetization strategies using AdMob, in-app purchases and subscriptions.
- Built custom mobile apps for SMEs, translating their needs into technical solutions.

Education

Bachelor (Excellence) in E-Business & Digital Marketing

TBS (Tafilalet Business School), Errachidia, Morocco

2024 - 2025

Specialized Technician in Commerce and Marketing

OFPPT, Ifrane, Morocco

2021 - 2023

High School Diploma in Economics and Management

Technical High School, Errachidia, Morocco

2015 - 2016