

Mohamed Amin Aksaim

002-126-15621582

aksaimmohamedamin@gmail.com • www.linkedin.com/in/aksaimmohamedamin

Hay ouarda 1 Rue 03 No 06, Tangier, 900 00

PROFESSIONAL SUMMARY

Dynamic and results-driven Email Marketing Specialist with a passion for driving engagement and conversion through targeted campaigns. Skilled in designing visually captivating email content, implementing automation solutions, and optimizing campaign performance through A/B testing and analytics. Proficient in coding languages including C, Python, and JavaScript, with a strong foundation in database management and DevOps principles. Effective communicator with a creative mindset and a keen eye for detail. Seeking opportunities to leverage expertise in email marketing and software engineering to deliver impactful results in a dynamic professional environment.

WORK EXPERIENCE

Email Marketing Specialist

Sep 2022 - Present

ECONSULTANCY • Tangier

- * Developed and executed targeted email marketing campaigns, resulting in a 25% increase in open rates and a 12% boost in click-through rates.
- * Designed and coded email templates using HTML and CSS, ensuring responsive and visually appealing emails.
- * Utilized JavaScript to automate repetitive tasks, enhancing efficiency and productivity.
- * Designed and implemented email flows, campaigns, signups, templates, SMS campaigns, and CRM strategies.
- * Conducted A/B testing to optimize email content and design, improving overall campaign performance.
- * Managed subscriber lists and segmentation to ensure personalized and relevant communication.
- * Scheduled and monitored various marketing strategies via different marketing automation platforms, leading to improved engagement and conversion rates.
- * Analyzed campaign performance using tools like Google Analytics and provided actionable insights for continuous improvement.

EDUCATION

Full Stack Software Engineering

ALX Institute

Currently pursuing Full Stack Software Engineering certification.

- Enrolled in a comprehensive curriculum covering C programming, Python, and Linux fundamentals.
- Learning essential concepts like data structures, algorithms, and database management.
- Gaining expertise in systems engineering and web development.
- Acquiring practical skills in coding, debugging, and effective time management.
- Working on various projects, including:
 - Replicating the `printf` function in C.
 - Developing a simple shell program using C.
 - Building an AirBnB clone to practice back-end development with Python.
 - Implementing a Monty bytecode interpreter.
 - Exploring data structures such as binary trees and linked lists.

For more details on these projects, you can check my [GitHub profile](https://github.com/Aksaim-mohamed-amin).
(<https://github.com/Aksaim-mohamed-amin>)

Bachelor's Degree in Physics

Sep 2024

L'université Abdelmalek Essaadi • Tetouan

During my Bachelor's program, I explored the intricacies of physics, chemistry, and mathematics, gaining a holistic understanding of how these disciplines intersect and shape our world. In my final year, I specialized in electronics, delving into the workings of transistors and computer systems, while also mastering C++ programming. This journey equipped me with a deep appreciation for the interconnectedness of scientific fields and the skills to tackle real-world challenges in technology and beyond.

High School Degree

Sep 2015

al khwarizmi high school • Tangier

During my high school education, I focused on physics, laying the foundation for my academic journey. This period provided me with fundamental knowledge and skills that have been instrumental in my subsequent studies and professional endeavors.

SKILLS

- * **Design:** Proficient in creating visually appealing email content to drive engagement and conversion. Continuously improving design skills through self-study and professional development.
- * **Writing:** Strong business writing skills to craft compelling email campaigns tailored to target audiences. Actively refining content writing abilities through practice and training.
- * **Creative Thinking:** Innovative approach to delivering company announcements and promotions, enhancing email marketing effectiveness through creativity.
- * **Coding:** Proficient in C, Python, and JavaScript for software development projects, with a focus on creating efficient and scalable solutions. Experience with HTML, CSS, and JavaScript for email marketing purposes.
- * **Database Management:** Familiarity with MySQL for data storage and management in software applications. Able to design and optimize database schemas for improved performance.
- * **DevOps:** Knowledge of DevOps principles and practices, including Linux shell scripting and bash scripting for automation and deployment tasks. Experience with version control systems like Git for collaborative development.
- * **Analytics:** Proficient in utilizing data analytics to inform marketing decisions, including content optimization and email performance tracking. Staying updated on analytics tools and techniques to drive campaign success.
- * **Time Management:** Effective time management skills to meet deadlines and maintain campaign efficiency. Proficient in setting and adhering to personal and team timelines.
- * **CRM Software:** Experience with Customer Relationship Management (CRM) platforms for segmenting audiences, managing contacts, and tracking campaign performance.
- * **A/B Testing:** Knowledge of A/B testing methodologies to optimize email subject lines, content, and design for maximum engagement and conversion.
- * **Compliance:** Understanding of email marketing regulations and best practices, ensuring compliance with laws such as GDPR and CAN-SPAM.
- * **Content Strategy:** Ability to develop and execute comprehensive content strategies aligned with marketing objectives and audience preferences.

LANGUAGE PROFICIENCY

- * Arabic: Native proficiency
- * English: Fluent
- * French: Proficient