



RAWI MAJDAKI

DIGITAL MARKETING SPECIALIST

PROFILE

Certified Digital Marketing & E-commerce Specialist with practical experience in SEO, Google Ads, email marketing, and e-commerce strategy. Passionate about building strong online presence, optimizing customer journeys, and supporting business growth through effective digital marketing solutions.

SKILLS

- Search Engine Optimization (SEO)
- Google Ads & Paid Search Campaigns
- Data Analysis & Performance Tracking (Google Analytics)
- E-commerce Strategy & Optimization
- Social Media & Content Marketing
- Email Marketing & Automation
- Marketing Campaign Planning & Execution

WORK EXPERIENCE

YOUTUBE ACCOUNT MANAGER

Glory Ground Gaming, Remote (2024)

- Developed and managed a gaming YouTube channel featuring curated gameplay videos, walkthroughs, and game analysis for titles such as God of War Ragnarök, Death Stranding, and other strategic and story-driven games.
- Created SEO-optimized titles, descriptions, and thumbnails that improved content discoverability and supported stronger audience retention over time.
- Managed the full content production lifecycle, ensuring consistent publishing and improved workflow efficiency across content creation stages. while building community engagement through regular uploads, audience interaction, and short-form content across platforms.
- Applied performance insights and content analytics to continuously refine content strategy and enhance overall channel visibility.

DIGITAL MARKETING PROJECT

LevelUp Gaming (2025)

- Developed a simulated gaming brand that demonstrated end-to-end digital marketing planning and strategic execution across multiple channels. including a website mockup, branded visuals, content calendar, and analytics tracking.
- Created ad copy and social media content that aligned with defined audience personas and campaign objectives to support engagement goals. and Applied SEO, social media, and email marketing tactics to strengthen audience reach, engagement, and message consistency across platforms.
- Built mock analytics reports and performance dashboards to evaluate campaign effectiveness and inform ongoing strategy refinement.
- Utilized Canva, SEO tools, Google Analytics (mock data), and content creation techniques to showcase practical skills in digital marketing, branding, and audience growth.

CONTACT



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[linkedin](#)



[Portfolio](#)

LANGUAGES

- English



- Arabic



EDUCATION

BACHELOR OF COMMERCE

- OFPPT, Tangier (2010)

GOOGLE DIGITAL MARKETING & E-COMMERCE PROFESSIONAL

- Certificate / Google (2025)