

MOHAMED EL HAJAJI

DIGITAL MARKETING MANAGER
& B2B BUSINESS DEVELOPMENT



CONTACT



+212704149237



elhajajimohamed7@gmail.com



Casablanca Morocco



Linkedin.com/in/medhajaji



ABOUT ME

Digital marketing and business development professional with more than 7 years of experience in online customer acquisition, B2B lead generation, and web platform creation.

Experienced in e-commerce, digital services, and telecommunications sectors, with strong expertise in prospecting call centers operating in European markets. Entrepreneur and founder of several digital projects, designing and developing platforms and acquisition strategies to generate qualified leads and optimize commercial performance.



SKILLS

● Digital Marketing & Acquisition

Facebook Ads & Google Ads
B2B Lead Generation
SEO & Content Strategy
Conversion Funnels
Marketing Performance Analysis

● Web Development

WordPress & WooCommerce
HTML / CSS / JavaScript
Web Architecture Design
UX & Conversion Optimization

● Business Development

B2B Prospecting
Cold Calling & Lead Qualification
Market Analysis
Partnership Development

● Content Creation

Graphic Design
Video Editing
Digital Marketing Content



EDUCATION

FSJES OUJDA

BACHELOR'S DEGREE
IN ECONOMICS AND MANAGEMENT
2017

SIDI DRISS HIGH SCHOOL

HIGH SCHOOL DIPLOMA IN SCIENCES
2013



PROFESSIONAL EXPERIENCE

● FOUNDER & E-COMMERCE MANAGER

Purpilo.com - Casablanca

Creation and full management of an e-commerce store
Development of the website using WordPress & WooCommerce
Management of Facebook Ads and Google Ads campaigns
Creation of promotional content (videos and marketing visuals)
Order processing, customer service, and logistics management

● B2B Sales & Digital Marketing

Afrique Interconnexion - Casablanca

Business development for telecom solutions targeting international call centers (VoIP, DID/NPV, SMS marketing, dialers)
Prospecting and qualification of call centers operating in European markets (France, Spain, Belgium, Germany, UK...)
Execution of prospecting campaigns and cold calling
Market analysis of call centers and identification of new business opportunities
Participation in lead generation strategy development

● Digital Marketing Manager

Codepresse.com - Casablanca

Implementation of digital marketing strategies to promote delivery services
Creation, management, and optimization of advertising campaigns
Analysis of marketing performance and improvement of return on investment

● DIGITAL MARKETING MANAGER

Evopub - Casablanca

Creation and management of WordPress websites for the agency
Development of digital strategies to improve online visibility

RÉFÉRENCES

MEHDI LARAICHI

CEO
AFRIQUE INTERCONNEXION
Phone : +212 664-770770

AHMED SAHARBI

CEO
DOUBLECLICK.MA
Phone : +212 659-600392

ISMAEL RAFIK

CEO
CODEXPRESSE.COM
Phone : +212 691-628380

RACHID AGOURAM

BUSINESS DIRECTOR
LINADORA
Phone : +212 661-592578

OUSSAMA OMAIRA

TECHNICAL DIRECTOR
STAGIAIRE.MA
Phone : +212 641-724162

LANGUES

FRENCH

FLUENT

ENGLISH

PROFESSIONAL

SPANISH

INTERMEDIATE

● LEAD GENERATION PLATFORM CREATOR

Televoxia – Casablanca

Design of a digital platform aimed at attracting call centers interested in telecom solutions

Creation of the Televoxia website and its marketing architecture

Development of a lead generation system using forms and cost simulators

Implementation of conversion funnels transforming visitors into business prospects

Traffic acquisition via specialized Facebook groups and targeted content

● WEB DEVELOPER & DIGITAL STRATEGY CONSULTANT

JustMads.com – Casablanca

Contribution to the creation of an e-commerce project dedicated to sustainable fashion (vintage & upcycled fashion)

Design and development of the e-commerce platform

Implementation of site architecture and user experience

Contribution to the digital positioning strategy of the brand

SEO optimization and product catalog structuring

● WORDPRESS DEVELOPER

DoubleClick.ma - Casablanca

Development of customized websites to improve user experience

Implementation of digital strategies to strengthen online visibility

● ADVERTISING CAMPAIGN MANAGER

Groupe Notoriety - Oujda

Management and optimization of Facebook advertising campaigns for various clients

Campaign performance analysis and optimization to maximize ROI