

Soufiane DERGOUN

Digital Marketer | Analytics, research & performance

📍 Aït Melloul, Morocco

✉️ soufianedergoun@gmail.com

in linkedin.com/in/soufiane-dergoun

🌐 **Portfolio** soufianedergoun.me

Professional Profile

Digital marketer, 27, with a Master's in Digital Marketing (Faculté Privée des Sciences et de Gestion (ISIAM), Agadir). I analyze audiences and campaign performance to guide marketing decisions. Internship experience at Ecowatt Maroc and Ajicod Agence, plus an applied digital marketing project (digital strategy, copywriting, UX, SEO). Seeking a full-time digital marketing role in Morocco.

Professional Experience

Applied Project | Digital marketing · SaaS Feb., 2026 - Jul., 2026

- Built the marketing website (5 pages): architecture, wireframes, content organization, and conversion funnel.
- Content writing (copywriting, UX writing, headlines) and narrative consistency across the app and site.
- On-page SEO/GEO setup: metadata, page structure, and visibility on Google and AI search.
- Audience and competitor research to guide positioning, messaging, and acquisition angles.

Marketing & UX Intern — Ecowatt Maroc | Renewable energy, Aït Melloul Mar., 2024 - Jul., 2024

- Contributed to digital strategy and UX for a B2C solar platform in Morocco.
- Supported solar panel promotion campaigns and created content to make the offer more accessible.
- Customer behavior and competitor monitoring; improved user journey and on-site messaging.

Digital Marketing Intern — Ajicod Agence | Digital agency, Inzegane May, 2023 - Jul., 2023

- Managed social media and web campaigns for several SMB clients in the Souss-Massa region.
- Wrote posts and web pages tailored to each brand's positioning and local market.
- Market research, on-page content optimization, client briefs, and agency-paced deliveries.

Education

Master's in Digital Marketing | Faculté Privée des Sciences et de Gestion (ISIAM), Agadir 2022 — 2024

Bachelor's in Commercial Management | Faculté Privée des Sciences et de Gestion (ISIAM), Agadir 2021 — 2022

Associate Degree in Economics & Management | Université Ibn Zohr, Aït Melloul 2017 — 2021

Skills

Analytics | Google Analytics, reporting, audience research, competitor analysis, Excel, Power BI

Acquisition | Meta Ads, Google Ads, SEO (Semrush), A/B testing, conversion optimization

Content | Copywriting, landing pages, UX research, Figma, WordPress

Certifications & Languages

Certifications | Google UX Design, Google Digital Marketing, Semrush SEO, Microsoft Data Analysis, Microsoft Business Analysis, LinkedIn Marketing, Google Skillshop

Languages | Arabic (native) | English (professional) | French (professional) | Spanish (basic)