

ESSAKHI CHADI

JUNIOR BUSINESS DEVELOPER · DIGITAL MARKETING SPECIALIST

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PROFESSIONAL PROFILE

Recent Master's graduate in International Business with High Honors from Rabat Business School. Results-driven professional with hands-on experience in B2B business development across 10+ African markets, contributing to a 20% increase in revenue. Delivered a 35% increase in web traffic through SEO/SEA initiatives and reached 10,000+ prospects through marketing campaigns. Proactive, analytical and growth-oriented, with a strong interest in developing high-potential markets through data-driven commercial and digital strategies.

PROFESSIONAL EXPERIENCE

Marketing Specialist · *UniversParaDiscount, MOUNAW SARL*

DEC. 2025 – PRESENT

E-commerce Management & Optimization

- Administer and continuously optimize the PrestaShop e-commerce platform, improving site structure, navigation and UX/UI.
- Configure and manage key modules including redirects, menus, Meta Pixel and Axon Creator; optimize product pages for conversion rate (CRO).
- Manage the full product catalogue, including product creation, updates, merchandising and brand presentation.

E-merchandising & Digital Performance

- Develop and execute e-merchandising strategies including product visibility, cross-selling and up-selling.
- Analyze category and product performance and adapt merchandising based on sales trends and seasonality.
- Build and deploy end-to-end SEO strategies covering technical, on-page, off-page and content optimization; conduct technical audits and link-building.

Analytics, AI & Paid Acquisition

- Monitor Google Search Console, Google Analytics and Google Tag Manager; track traffic, conversion rate, CTR and page performance to identify data-driven improvements.
- Design and optimize AI prompts for marketing content, product pages, visuals and advertising; integrate AI tools into content and marketing automation workflows.
- Manage and optimize Meta Ads campaigns, Meta Pixel tracking and performance-focused acquisition/conversion initiatives.

Collaboration & Competitive Strategy

- Coordinate suppliers and internal design, development and logistics teams to align catalogue updates, visuals, campaigns and delivery timelines.
- Conduct market intelligence, price benchmarking and competitor positioning analysis; identify product trends and differentiation opportunities.

Business Development / Media Buyer · *XCOD* · Africa · Freelance

SEP. 2025 – PRESENT

- Support pan-African expansion across 8 markets, including DRC, Congo, Guinea-Conakry, Cameroon, Mali, Burkina Faso and Togo, adapting marketing strategies to local market dynamics.
- Manage media buying and performance marketing through Meta Ads Manager, Meta Pixel and Google Analytics; monitor KPIs/ROAS and conduct competitive analysis using Meta Ads Library.
- Develop marketing assets and conversion funnels for a dietary-supplement portfolio, including ad creatives and videos using Veo, Sora and Flow.
- Drive multi-country B2B prospecting, strategic partnerships, reseller negotiations and end-to-end sales cycles; optimize Shopify and YouCan customer journeys and conversion funnels.

Business Developer Team Manager · *EscaleWeb Agency* · Temara

JUN. 2025 – OCT. 2025

- Led B2B development activities and defined medium- and long-term commercial plans.
- Managed team coordination across departments and developed ROI-focused marketing strategies aligned with growth objectives.
- Monitored commercial performance and negotiated and closed strategic partnerships.

Business Developer · *B&S Advisor* · Temara

DEC. 2024 – JUN. 2025

- Managed business development and marketing operations across 10+ African countries, including B2B prospecting and client portfolio management across digital and field channels.
- Managed community and e-commerce tools including Meta Business Suite, TikTok Studio, Shopify and WordPress.
- Implemented and optimized SEO/SEA initiatives, increasing web traffic by 35% while reducing marketing costs by 15%.

Liaison Officer · *World Bank Group & IMF Annual Meetings (AA2023)* · Marrakech

09–15 OCT. 2023

- Served as liaison officer for the Minister of Finance and official delegation, coordinating logistics and protocol and facilitating interactions with international organizers.

Ambassador · *Rabat Business School (UIR)*

MAY 2023 – AUG. 2024

- Organized and managed events, supported students and coordinated event logistics.

Treasurer · *UIR-Connected Student Club*
– Managed the student club’s treasury and monitored project budgets.

MAY 2024 – SEP. 2024

EDUCATION

Master’s in International Business — High Honors · *Rabat Business School, International University of Rabat* 2024 – 2025
– GPA: 3.92 / 4.0

Bachelor — International Program in Management · *Rabat Business School, International University of Rabat* 2021 – 2024
– GPA: 3.6 / 4.0

SKILLS & LANGUAGES

DIGITAL MARKETING

- Technical, on-page & off-page SEO (SE Ranking)
- E-merchandising, CRO & conversion optimization
- Shopify · WordPress · PrestaShop · YouCan
- Google Analytics · Search Console · Tag Manager
- Meta Business Suite · Ads Manager · Pixel

AI & BUSINESS

- Prompt engineering & prompt optimization
- AI content generation: Veo · Sora · Flow
- SAP (ERPsim) · Import-export · Incoterms
- Team, project, supplier & partner management
- Problem solving & decision-making

LANGUAGES

- French — Professional
- English — Professional
- Arabic — Professional
- Spanish — Intermediate

CERTIFICATIONS & AWARDS

- National ERPsim SAP Competition — Cognitus — 2nd Place
- 3rd Edition, “48 Hours for Innovative Ideas” — Université de Lorraine × UIR — 3rd Place
- The Fresh Connection — 1st Place