



Abdelaziz Ghandour

MEDIA BUYER · DIGITAL MARKETING SPECIALIST

À PROPOS

Media Buyer avec 2 ans d'expérience et une double compétence en Marketing et en IT. Je conçois et optimise des campagnes publicitaires digitales orientées performance, avec un focus sur Meta Ads et la génération de leads. Mon profil technique me permet de maîtriser les outils de tracking, l'infrastructure web et l'optimisation des funnels marketing. J'interviens également comme formateur en marketing digital, où je transmets des compétences pratiques en acquisition, publicité en ligne et technologies web.

EXPÉRIENCE PROFESSIONNELLE

Formateur en marketing et IT

2021 - Présent

OFPPT Rabat

- ▶ Concevoir et gérer des campagnes Meta Ads et Google Ads orientées Lead Gen.
- ▶ Développer des stratégies d'acquisition adaptées au marché marocain.
- ▶ Optimiser les campagnes publicitaires afin d'améliorer les KPI : CPA, CTR, ROAS.
- ▶ Gérer et optimiser les budgets publicitaires.
- ▶ Coordonner des campagnes marketing multi-canaux.
- ▶ Former les apprenants aux bases techniques du web : LP, hébergement, Cloudflare.
- ▶ Créer des visuels publicitaires avec Canva.
- ▶ Former aux outils informatiques et aux fondamentaux du marketing digital.
- ▶ Simplifier et transmettre des concepts techniques complexes.

CONTACT

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- ☎ 0700140094
- 📍 Témara, Maroc
- 🌐 LinkedIn

LANGUES

- Arabe ● ● ● ● ●
- Français ● ● ● ● ●
- Anglais ● ● ● ● ●

COMPÉTENCES

- Meta Ads (Facebook, Instagram) 75%
- Google Ads 50%
- TikTok Ads 30%
- Lead Gen Ads 80%
- Segmentation 75%
- Ciblage 75%

OUTILS

Google Analytics

Google Tag Manager

Chef de projet GED

2016 - 2020

Établissement Public Rabat

- ▶ Participer à la digitalisation du système d'information documentaire.
- ▶ Concevoir et implémenter des workflows de gestion électronique des documents.
- ▶ Coordonner la numérisation et l'indexation du fonds archivistique.
- ▶ Collaborer avec les équipes IT pour l'intégration des solutions GED.

IT Support

2009 - 2016

Établissement Public Rabat

- ▶ Administrer et maintenir le parc informatique.
- ▶ Assurer le support technique aux utilisateurs.
- ▶ Former le personnel aux outils informatiques et bureautiques.
- ▶ Participer à la gestion électronique des documents GED.
- ▶ Préparer et configurer les équipements informatiques.

FORMATION

Master Marketing Management

FSJES Souissi - UM5 Rabat

Spécialisation stratégie marketing, comportement du consommateur, management.

2018 - 2020

Formation Media Buyer

Media Buying Academy

Compétences Meta Ads, tracking, funnels, optimisation ROAS, génération et qualification de leads.

Jan. 2025 - Fév. 2026

Licence Sciences Éco. Gestion

FSJES Agdal - UM5 Rabat

2011 - 2018

Licence Pro. Informatique

Faculté des Sciences - UM5 Rabat

2010 - 2012

CERTIFICATIONS

Certificat Meta Blueprint

Certification en cours

En cours

Google Ads

Certification en cours

En cours

Facebook Business Manager

Pixel

Facebook Ads Manager

WordPress

Facebook Event Manager

Cloudflare

Conversion Tracking

Landing Pages

Web Hosting

Hostinger

A/B Testing

WooCommerce

Funnels Marketing

Prelanders

Advertorials

SPÉCIALISATIONS

- ♦ Stratégies d'acquisition pour le marché marocain.
- ♦ Optimisation des campagnes multilingues arabe, français.
- ♦ Optimisation du budget publicitaire.
- ♦ Campagnes Lead Gen.
- ♦ Concevoir des landing pages et tester l'expérience utilisateur UX.

MÉTHODOLOGIES MARKETING

- ♦ Funnel marketing TOF, MOF, BOF.
- ♦ Lead generation strategy.
- ♦ Conversion rate optimization (CRO).
- ♦ A/B testing et optimisation créative.
- ♦ Audience segmentation avancée.
- ♦ Performance marketing multi-canal.
- ♦ Tracking Analytics : Pixel, Google Tag Manager, UTMs.
- ♦ Marketing automation et nurturing.
- ♦ Optimisation du budget publicitaire : bid management, CPA, ROAS.
- ♦ Création et optimisation de landing pages et pre-landers.
- ♦ Marketing d'affiliation et partenariats stratégiques.
- ♦ Growth hacking et acquisition digitale.

PERFORMANCES

RÉDUCTION DU CPA

-25%
en moyenne

AUGMENTATION DU ROAS

+22%
sur 12 mois

PROJETS MARKETING

Campagne Lead Generation

2025 - 2026

Meta Ads

- Mise en place d’une campagne orientée génération de leads.
- Optimisation du ciblage et des audiences.
- Réduction du CPA de 25 %.

Campagne promotionnelle événementielle

2025 - 2026

Meta Ads · Landing Page

- Création d’une landing page et d’un funnel marketing.
- Segmentation des audiences.
- Amélioration du ROAS de 22 %.

CAMPAGNES GÉRÉES

Lead Generation

E-commerce

Affiliation

Native Ads

Meta Ads

Landing Pages

A/B Testing

Scaling Campaigns

Information to get important updates about your account:
Ads that important updates, such as when an ad is reported in your account reaches its spending limit.

cleopatra 007056553... Opportunity score Updated just now Review and publish

ads Actions Paid delivery Active ads See more

by name, ID or metrics

ms Selected x Ad sets 1 selected x Ads for 1 Ad set Columns: Performance and clicks Breakdown: Jan 18, 2023 -

Ad set 11	Impressions T1	CPM (cost per 1,000...)	T1	Link clicks T1	Shop clicks	T1	CPC (cost per link click)	CTR (link click-throu...)	T1	Clicks (all) T1	CTR (all) T1	CPC (all) T1	Landing page views	T1	Cost
AdSet1-IBM Licence ->New 14->Broad	62,461	\$0.52	319	---	---	---	\$0.10	0.51%	601	0.96%	---	\$0.05	---	---	---
AdSet1-Industrie Licence ->New 14->Broad	37,618	\$0.53	167	---	---	---	\$0.12	0.44%	390	1.04%	---	\$0.05	---	---	---
AdSet1-IBM Master ->New 14->Broad	5,914	\$0.72	44	---	---	---	\$0.10	0.76%	81	1.57%	---	\$0.05	---	---	---
AdSet1-Industrie Master ->New 14->Broad	9,396	\$0.79	69	---	---	---	\$0.11	0.73%	124	1.32%	---	\$0.06	---	---	---
AdSet1-Licence Maintenance Industrielle ->...	225,954	\$0.38	1,008	---	---	---	\$0.08	0.43%	1,840	0.73%	---	\$0.05	---	---	---
Results from 5 ad sets	341,343	\$0.44	1,607	---	---	---	\$0.09	0.47%	2,834	0.83%	---	\$0.05	---	---	---
	Total	Per 1,000 impressions	Total	Total	Total	Total	Per Action	Per impressions	Total	Per impressions	Total	Per Click	Total		

- ◆ Optimisation UX pour conversion maximale.

PORTFOLIO

to spending limit

See more

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