

**Zakaria YDDI**  
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Riverview - NB

## SUMMARY

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Experienced SEO and digital marketing specialist with over 7 years of expertise in improving website rankings, increasing organic traffic, and optimizing online visibility. Proven ability to develop and implement SEO strategies that align with business goals and generate measurable results. Skilled in technical SEO, keyword research, on-page and off-page optimization, and performance analysis using tools like Google Analytics, SEMrush, and Ahrefs.

## WORK EXPERIENCE

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### STARZONE - Quebec

2024 - Present

[ SEO & Digital Marketing Specialist ]

- Managed and optimized websites and sales platforms (UberEats, DoorDash, Skip)
- Developed SEO strategies to improve rankings and visibility on search engines
- Conducted technical SEO audits and optimized websites for speed, mobile compatibility, and accessibility
- Managed content creation, keyword research, and link building to drive organic growth
- Led social media strategy, content design, and publication

### 01 COMMUNICATION – Tetouan Remote work

2019 - Present

[ Founder ]

- Developed comprehensive SEO strategies to increase organic traffic and improve website rankings
- Analyzed market trends, performed competitor analysis, and optimized content for better search engine visibility
- Led digital advertising campaigns (PPC, search engine marketing) and monitored performance reports to ensure campaign success
- Managed website design and development with a focus on SEO and user experience (UI/UX)
- Created and monitored SEO reports, providing actionable insights

### Union Nations Federation UNF PARIS – Remote work

2016 - Present

[ Webmaster ]

- Led SEO efforts for multiple websites, focusing on both on-page and off-page strategies
- Monitored and managed SEO performance, using tools such as Google Analytics, Moz, and SEMrush to analyze trends and improve rankings
- Optimized websites for technical SEO factors, including speed, schema markup, and mobile performance
- Managed content creation and SEO optimization for blog posts, reports, and social media

## IDEAS BOOST Marrakech

2019 - 2021

### [ SEO Specialist ]

- Developed and executed SEO strategies for clients, increasing organic traffic by optimizing meta tags, keywords, and content
- Used tools such as Google Search Console, Ahrefs, and SEMrush to monitor website performance
- Collaborated with web developers and content teams to implement technical and content-based SEO improvements
- Analyzed competitor strategies and adjusted SEO tactics to outperform competitors in search rankings

## INTERMEDIATION SYSTEM Marrakech

2014 - 2016

### [ Project Manager ]

- Planned and managed digital marketing projects, including SEO, web development, and online advertising
- Led e-reputation management, including social media monitoring, online review management, and crisis reputation management
- Coordinated with SEO teams, design, and development teams to ensure consistent project execution
- Maintained regular communication with stakeholders and provided detailed project reports

## MTB COMMUNICATION Marrakech

2012 - 2013

### [ Technical Director ]

- Planned and managed IT projects, focusing on website design and SEO optimization
- Managed technical teams and ensured seamless coordination between technical, sales, and marketing departments
- Led SEO efforts to optimize websites for search engine visibility

## EDUCATION

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**Specialized Technician in Computer Development** INSET

2019 - 2021

**Computer Maintenance Technician** IGMA SCHOOL

2008 - 2010

**Self-Training** Online

2003 - Present

- Search engine optimization
- Graphic Design
- Website design, hosting, optimization, and security
- Computer Security
- Social Media Marketing
- Wordpress

## TECHNICAL SKILLS

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- **SEO Tools:** Google Analytics, SEMrush, Moz, Ahrefs, Google Search Console, Screaming Frog, KWFinder, Yoast SEO.
- **Technical SEO:** Site speed optimization (GTmetrix, PageSpeed Insights), mobile compatibility (Mobile-Friendly Test), schema markup.
- **On-page SEO:** Keyword research (Ubersuggest, AnswerThePublic), content optimization, meta tags (Surfer SEO).
- **Off-page SEO:** Link building (Pitchbox, Majestic, Hunter), social media optimization (Sprout Social, Later, Hootsuite).
- **Website development:** WordPress, HTML/CSS, JavaScript, SQL, Rank Math, Yoast SEO.
- **Graphic Design:** Proficient in Adobe Photoshop for creating engaging social media posts, illustrations, and marketing materials.
- **Email Marketing:** Experienced with email marketing tools such as Mailchimp, HubSpot, and Campaign Monitor for creating and managing email campaigns.
- **Database Management:** Basic knowledge of SQL for managing and querying databases.
- **Hosting:** Experienced in web hosting and server management for optimized performance and uptime.
- **Computer Maintenance:** Expertise in hardware and software maintenance, troubleshooting, and system optimization.
- **Cloud & Version Control:** Google Cloud Platform (GCP), Git for version control.

## LANGUAGES

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- Arabic: Reading, Writing, Speaking | Level: Native
- French: Reading, Writing, Speaking | Level: Intermediate
- English: Reading, Writing, Speaking | Level: Intermediate

## PERSONAL SUITABILITY

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- Highly analytical, detail-oriented, and results-driven
- Strong communication and teamwork skills
- Adaptable to fast-paced environments and tight deadlines