



# Tarek Nachnouchi

Digital Expert. Digital Marketing and IT  
Project Management

45 YO  
French and Tunisian Nationality

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With over a decade of experience in digital marketing, I have honed my skills in various areas including SEO, SEM, social media marketing, and content strategy. My expertise lies in developing and executing comprehensive digital marketing campaigns that drive brand awareness, engagement, and conversions. Leveraging data-driven insights and staying abreast of industry trends, I have consistently delivered results and optimized marketing efforts to meet business objectives.

My career is also marked by solid expertise in digital marketing from SEO/SEA to influencer marketing or affiliation as well as programmatic advertising (RTB)

**Spoken Languages:** Native French, Arabic / Fluent Italian, English

## Areas of Expertise

- Strategic Planning & Execution
- Digital transformation
- Branding and Marketing Strategy
- Business Growth & Development
- Staff Training & Leadership
- Digital Advertising, Programmatic Ads
- Social Marketing, SEO and SEM
- Data Analytics
- Customer Relationship Management
- Customer Experience, UI/UX
- Product Development and Management
- Agile Methodologies
- Process Management
- Execution for IT projects

## Career Experience

**Head of products – Digital Products – Digital Marketing, ArabyAds, Dubai UAE**

**Jul 2020 – Present**

Arabyads is a startup specialized in developing technological solutions for digital marketing, generating over \$100 million per year. I am responsible for developing, implementing, and overseeing the creation of products for digital marketing, aiming to increase the visibility of client brands, generate qualified leads, and foster user engagement on e-commerce sites. In close collaboration with the sales, content creation, and web development teams, I develop innovative strategies, optimize online advertising campaigns, analyze data and performance, and continuously adapt tactics to achieve the company's growth and profitability objectives. My expertise in SEO, SEM, content marketing, social media, and marketing automation is crucial for staying competitive in an ever-evolving digital landscape.

Among other initiatives, I have launched an affiliate platform (Boostiny), an influencer management solution (lconnect.buzz), an influencer marketplace (Indahash), and a retail media platform (Ritelo.io).

**Digital Director, Boostiny, Dubai**

**Nov 2018 - Jul 2020**

- Acquired By Arabyads in 2020
- launched Boostiny.com, a start-up that built a Self-service platform and a mobile app, to help businesses grow their sales and revenues following through nano-influencer marketing.

**CDO - Chief Digital Officer, Medianet, Tunisia**

**Dec 2018 - Dec 2019**

- Oversaw operations in digital Marketing sectors, such as social media campaigns, SEO/SEA, mobile applications, and web-based information management and marketing tools, ensuring high-quality service delivery and client satisfaction.
- Developed and executed digital transformation strategies for clients in traditional "analog" businesses, leveraging the latest digital technologies and best practices to drive growth and revenue.

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**CEO, Jumia Group, Tunisia**

**Jan 2017 - Nov 2018**

Oversaw management of the leading e-commerce Marketplace in Tunisia and part of the first Unicorn in Africa (Jumia) .

As the CEO, I undertook several concrete actions to strengthen the company's position in the Tunisian e-commerce market. I developed a robust growth strategy, expanded the product catalogue, enhanced the online customer experience, and established strategic partnerships with local suppliers. I also led impactful marketing campaigns to increase brand awareness and boost sales. My leadership contributed to a significant increase in revenue and continuous customer base expansion, solidifying JUMIA Tunisia's position as a leader in the African e-commerce landscape.

**General Manager, Digital Access FZ LLE, Dubai**

**Sep 2015 - Nov 2018**

- Founded and managed Digital Access FZLLE, a company specializing in programmatic RTB (Real-Time Bidding) advertising and online ad network building in the Middle East and Africa.

**Ad Network & Product Director – Ikoo at Jabbar Internet Group- Dubai (4y)**

**Apr 2010 – Sep 2014**

- Spearheaded the development and management of a comprehensive ad network, integrating a diverse portfolio of publishers, affiliates, and programmatic inventory to maximize revenue and optimize ad spend.
- Supervised and Managing a team of product managers and developers to build and launch innovative Digital softwares.

**Search Marketing Director at YAHOO! – Dubai (3y)**

**Feb 2008 – Mar 2010**

- Pioneered and led Yahoo’s search marketing initiatives in the MENA region, establishing the first portal of its kind to cater to the diverse digital advertising needs in the Middle East and North Africa, contributing to a significant market penetration and a user growth rate of 73% within the first year.

**Senior Product Manager at YAHOO! – Paris France (3y)**

**Jan 2005 – Jan 2008**

- Served as a vital communication bridge between product teams and regional sales forces, ensuring product offerings were tailored to the unique dynamics of the Southern European market. France, the United Kingdom, and Italy.

**Senior e-business & Digital marketing Consultant at CVFM Search Marketing – Paris France (3y)**

**2002-2005**

- Contributed to affiliation and advertising campaign in EU countries. Cultivated strong relationships with main platform, such as Tradedoubler, Zanox, Yahoo, or Valueclick

**Digital marketing Consultant at Access to ebusiness - CVFM.com – Paris France(2Years)**

**2000-2002**

- SEO and SEM specialist

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## Education & Training

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**Postgraduate in AIML(Artificial Intelligence and Machine Learning) at Austin University Texas (Online course), 2022**

**Master in Management & Marketing, ISG Tunis, Tunisia, 1998**