



ISMAIL BELLAKHDAR

E-COMMERCE SPECIALIST

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Richmond (Open to relocation)

Digital marketing entrepreneur and founder of Artisanly, I developed a Moroccan cultural products store in Estonia and France. Expert in SEO and digital strategy, I have generated over 40% of revenue through search engine optimization and referrals. I am eager to leverage my marketing and management expertise to support ambitious projects.

PROFESSIONAL EXPERIENCE.

Manager, Artisanly, E-Retail, Estonie

2020 - PRESENT

- Developed the product vision and managed the full lifecycle from design to launch.
- Implemented digital marketing strategies (SEO, PPC, email campaigns, social media) to increase traffic and sales.
- Optimized user experience and website performance.
- Designed pricing strategies and analyzed customer/sales data to guide strategic decisions.
- Recruited, managed, and supervised a team of 4 people.
- Negotiated with service providers (shipping, packaging, production) and oversaw financial operations.
- Monitored and ensured compliance with European regulations.

Sales Manager, Inter-j, HR Management Consulting, Morocco

2017 - 2020

- Launched and managed online recruitment campaigns tailored to clients' specific needs.
- Negotiated and drafted B2B contracts, ensuring alignment between business interests and company strategic objectives.
- Supervised the development of an online HR portal, enabling employees to complete administrative tasks remotely, improving efficiency and reducing in-person interactions.
- Marketed a comprehensive payroll management solution, leveraging digital tools to attract and retain clients.

EDUCATION

Master 1 Marketing Digital & e-Business INSEEC Bordeaux, France	2018-2019
Bachelor's Degree in Marketing and Business Management ISIAM Agadir, Morocco	2011-2014
High School Diploma in Economics and Management My Driss Casablanca, Morocco	2007 - 2010

KEY SKILLS

Market analysis & competitive intelligence – Teamwork & project coordination – Budget management & optimization – Marketing strategy & planning – SEO, SEM & PPC campaigns (Google Ads, Meta, etc.)

TOOLS

- **SEO & Web Analytics** : Semrush, Ahrefs, Ubersuggest, ScreamingFrog, Google Analytics, Google Search Console
- **Advertising** : Google Ads, Meta Ads, Google Merchant Center
- **CMS & Development** : Magento, Wordpress, Shopify, PHP, HTML/CSS, Laravel, Flutter
- **Design** : Photoshop, Illustrator, Lightroom
- **Emailing & CRM** : Mailchimp, Salesforce

CERTIFICATIONS

- AI-Optimized Shopping Ads – Google
- Think Outside the Inbox: Email Marketing – Google
- Foundations of Digital Marketing and E-commerce – Google
- Ads Search – Google
- Toeic English – SCORE : 950

LANGUAGE

FRENCH(CECRL Level : C1), English (CEFR Level : C1) , Arabic (Native)

ABOUT

Graduated in Digital Marketing from INSEEC Bordeaux (2019), I quickly oriented my career toward entrepreneurship by launching Artisanly, an online store dedicated to Moroccan cultural products. The company was initially established in Estonia and later expanded to the French market in 2021.

Founded during the Covid period, Artisanly leveraged a strong digital strategy, optimized logistics (through a partnership with Octopia – Cdiscount), and an international freelance team. The integration of an automated system between Magento and partner warehouses enabled smooth order management, even after closing our first depot in 2023. Logistics are now centralized in Morocco while maintaining active distribution across Europe.

This project allowed me to develop cross-functional skills in business management, taxation, B2B prospecting, and HR. However, digital marketing remains my core expertise. I designed and led SEO campaigns, Google Ads (Display, Shopping, Performance Max), and content strategies. Organic search and referrals alone generated over 40% of revenue.

Promoting a culture before a product requires substantial efforts in pedagogy, authenticity, and precise strategy, both in content and marketing targeting. This challenge provided the opportunity to continuously experiment, analyze, and optimize our messaging, visuals, and customer journeys.

Having trained at INSEEC, a school renowned for its expertise in the wine sector—a cultural product par excellence—I gained valuable skills, even though my specialization was primarily in digital marketing.

Today, Artisanly operates autonomously. I am ready to take on new marketing challenges, explore other markets, and bring my expertise to innovative projects.