

MOHAMMED ALLAM

PROJECT MANAGER – DIGITAL STRATEGY & BUSINESS DEVELOPMENT



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- Tangier - Morocco

PROFILE

International Master's in Digital Marketing & Business Transformation, Bachelor's in Tourism Management, with experience in Tangier and London. Expertise in AI tools, digital strategy, business development, and project management. Skilled in leading end-to-end digital projects, marketing strategy, team coordination, and KPI tracking. Results-driven, trilingual: Arabic, French, English.

SKILLS

- Advanced Microsoft Office Suite (MS Word, Excel, PowerPoint)
- Opera (Hotel Management System), SPSS, Odo
- Content writing and article editing
- SEO & SEA strategies
- Adobe Photoshop & Illustrator
- Website creation and management
- Meta (Facebook & Instagram) advertising
- Project management tools (Trello, Asana)
- AI tools & automation platforms (n8n, Gemini, Claude, Z-ai, etc.)

CERTIFICATIONS

- Google Ads – Performance Marketing
- Google Analytics – Data & Insights
- Meta Blueprint – Social Media Ads
- AI Chatbot Dev – Messenger Automation (PHP)

LANGUAGES

- Arabic: Native
- French: Fluent (C1)
- English: Fluent (B2)

FORMATIONS

INTERNATIONAL ONLINE MASTER IN DIGITAL MARKETING AND BUSINESS TRANSFORMATION

Rome business school - Rome, Italy
2019 - 2021

BACHELOR'S DEGREE IN TOURISM MANAGEMENT

Institut Supérieur International de Tourisme
Tangier, Morocco
2016 - 2019

EXPERIENCES

PROJECT MANAGER – BUSINESS DEVELOPMENT & MEDICAL SOLUTIONS

MedSquare SARL

Oct 2022 – Present

- Led business development projects targeting hospitals, clinics, and healthcare professionals
- Identified new opportunities and coordinated prospecting and partnership activities
- Managed the deployment of medical equipment solutions from presentation to implementation
- Organized and delivered product demonstrations tailored to stakeholder needs
- Monitored performance through KPIs, reporting, and continuous optimization of actions
- Built and maintained long-term client relationships to ensure satisfaction and retention

PROJECT MANAGER – DIGITAL STRATEGY & BUSINESS DEVELOPMENT

2LAMMARKETING, Tangier - London

June 2020 – Present

- Led strategic growth projects for a digital marketing agency specializing in tourism and real estate, with a data-driven approach
- Coordinated teams and optimized internal processes to improve operational efficiency and collaboration
- Conducted market analysis and translated insights into actionable strategic plans for client projects
- Managed client relationships and defined requirements to deliver tailored, high-value solutions
- Supervised and supported junior profiles within project teams, ensuring deadlines and objectives were met
- Designed and executed innovative digital campaigns, tracking performance and implementing continuous improvements