



Rezki El Mokaddam

GROWTH & MARKETING LEADER

Casablanca, Morocco

+212 661 84 60 30 | hello@rezki.me | rezki.me | linkedin.com/in/rezkiem

Professional summary

Growth and marketing leader with 15+ years of experience driving customer acquisition, conversion optimization, and revenue growth across fintech, eCommerce, SaaS, and cybersecurity industries. Proven ability to reduce customer acquisition costs, scale new markets, and build high-performing marketing engines from the ground up. Skilled in designing data-driven growth experiments, marketing automation, and AI-powered workflows. Track record of delivering measurable business outcomes, including 30% month-over-month growth, 600% ROAS, and 70%+ CAC reductions.

Professional experience

Head of Growth & Marketing *nexaya*

Casablanca, Morocco | February 2025 – Present

- Lead growth and marketing strategy for a cybersecurity company, owning the full funnel from brand awareness to pipeline generation
- Design and execute demand generation campaigns, content marketing programs, and partner enablement initiatives
- Build and optimize marketing automation workflows using AI-powered tools and data-driven experimentation
- Develop go-to-market strategies for cybersecurity products and services targeting enterprise and mid-market segments
- Align marketing, sales, and product teams around shared growth KPIs and revenue targets

Growth Consultant *Self-Employed*

Casablanca, Morocco | June 2022 – January 2025

- Consulted for fintech and eCommerce companies on growth strategy, funnel optimization, and customer acquisition
- Designed and executed growth experiments testing variables across conversion rates, acquisition channels, and revenue drivers
- Built marketing automation pipelines and reporting dashboards to track experiment performance and ROI
- Delivered actionable, data-driven recommendations that improved key metrics for multiple clients

Country Launcher *Taptap Send*

Casablanca, Morocco | December 2021 – June 2022

- Launched and scaled Taptap Send's operations in a new market, owning end-to-end go-to-market execution
- Reduced customer acquisition cost (CAC) by 70% through channel optimization and creative testing
- Achieved and sustained 30% month-over-month user growth
- Identified and eliminated operational inefficiencies, reducing costs by over 30%

Marketplace Manager *National Aviation Services*

Casablanca, Morocco | September 2019 – April 2020

- Managed the digital marketplace, driving partner acquisition, retention, and revenue growth
- Achieved 600% return on ad spend (ROAS) through targeted paid media campaigns
- Increased customer retention by 20% and return purchases by 60% via lifecycle marketing strategies
- Grew the company's partner network by over 300%

Digital Marketing Manager *Veemo.ma*

Casablanca, Morocco | November 2018 – September 2019

- Led digital marketing for a high-traffic eCommerce platform, achieving 30% month-over-month growth
- Drove a 7% conversion rate across hundreds of thousands of monthly visits through A/B testing and UX optimization
- Built delivery and customer support processes from scratch, improving operational efficiency and customer satisfaction

Digital Marketing Manager *KAOKEB Agency*

Casablanca, Morocco | March 2018 – October 2018

- Increased organic search traffic by over 200% through technical SEO and content strategy
- Reduced client churn rates by over 30% with targeted retention campaigns

- Grew the agency's client portfolio by 50% within three months

Growth Hacker *Vendo.ma*

Casablanca, Morocco | November 2016 - February 2018

- Reduced customer acquisition cost by over 50% through funnel optimization and channel experimentation
- Increased organic search traffic by over 7,000% in one year via a comprehensive SEO strategy
- Converted and onboarded 20+ marketplace partners

Growth & Marketing Consultant *InfantC Brands*

Lafayette, Louisiana, USA | March 2015 - March 2016

- Provided growth and marketing consulting for a consumer brands company, focusing on acquisition and retention strategies

Growth & Marketing Manager *Autoreduc SARL*

Nador, Morocco | August 2015 - January 2016

- Managed marketing operations and growth initiatives for an automotive services company

Marketing Manager *Mediterranfly GmbH*

Nador, Morocco | October 2012 - July 2015

- Led marketing strategy and execution, building brand presence and driving customer growth

Founder *LEOPART Media*

Nador, Morocco | July 2012 - March 2015

- Founded and operated a media agency, delivering marketing and creative services to local and international clients

Skills

Growth & Marketing

Paid Media (Google Ads, Meta Ads, TikTok Ads, AdRoll, Criteo), Marketing Automation, Lifecycle & Retention Marketing, Influencer Marketing, Social Media Marketing, Demand Generation, Go-to-Market Strategy, Growth Strategy & Hacking, Funnel Optimization, A/B Testing & Experimentation, GEO, SEO & Content Strategy, PPC

AI & Automation

Claude Code, Lovable, OpenClaw, Paperclip, n8n Automations, GitHub Copilot, Generative AI (LLMs, prompt engineering), Ollama (self-hosted open-source models), AI-powered workflow automation, Model Context Protocol (MCP)

Analytics & Data

Looker, Power BI, Google Analytics, Excel Modeling, MySQL, Elasticsearch, PostgreSQL

Design & CMS

Figma, Adobe Suite, Canva, WordPress/WooCommerce, Magento, CSS/HTML, Linux CLI (Ubuntu)

Education

Diploma in Internet Marketing

International Academy of Design & Technology (IADT) - Tampa, Florida | 2008 - 2010

Baccalaureate in Science

Lycée Nador - Nador, Morocco | 2007 - 2008

Certifications

- Google Ads Certifications
- Google Analytics Certification
- Meta Blueprint Certifications
- HubSpot Inbound Marketing Certification

Languages

ENGLISH

FRENCH

SPANISH

GERMAN

AMAZIGH (RIF DIALECT)

ARABIC