

# MOHAMMED AGHARBIU

## BUSINESS INTELLIGENCE ANALYST | SOCIAL MEDIA MARKETING | FOUNDER

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### BACKGROUND

Results-driven digital strategist and entrepreneur with a proven track record of growing businesses. Expertise in Business Intelligence, Social Media Marketing, and SEO. Founder of CTAR Media, a B2B digital marketing agency, and fashion ventures. Passionate about leveraging data and creative strategies to achieve measurable results. Certified in Google Ads and YouTube Ads. Holds certifications in Business Intelligence, Digital Marketing, and Business Analysis.

### EDUCATION

#### ENGLISH LITERATURE IN FACULTÉ PLURIDISCIPLINAIRE DE NADOR 2019 - 2020

- Created and managed a blog dedicated to literary analysis, developing content creation and audience engagement skills.
- Organized and promoted a successful book drive for a local charity, gaining experience in project management and marketing initiatives.
- Conducted in-depth research and analysis for academic papers, honing critical thinking and problem-solving skills valuable in business contexts.

### EXPERIENCE

#### GLOBAL SERVE MOROCCO | CO-FOUNDER

United Kingdom (Remote) | February 2024 – Present

Launched and directed Global Serve Morocco, a virtual call center, overseeing strategic planning, operational execution, and the implementation of innovative service models. Managed a team of over 20 call center agents handling inbound and outbound campaigns. Within the first two months, achieved a 10% increase in client acquisition through targeted marketing strategies.

#### FANPARADE LTD | DIRECTOR

Remote | March 2023 – Present

At Fanparade LLC, market research and targeted campaigns using pre-orders and FOMO drove significant results. 35K new users were acquired, primarily through organic social media and direct traffic. This led to 107K page views and 217 purchases of top-selling items. The data-driven approach, informed by Google Analytics, significantly boosted brand awareness and engagement.

#### CTAR MEDIA | FOUNDER

Remote | March 2022 – Present

Founded and led CTAR Media, a B2B digital marketing agency specializing in SEO, social media, and content marketing. Developed and implemented comprehensive digital strategies for clients across diverse industries, resulting in significant increases in website traffic, leads, and conversions.

### SKILLS

- Business Analysis
- Search Engine Optimizatio
- Social Media Marketing
- Content Marketing
- Data Analysis
- Project Management