

FAROUK YOUNES

MARKETING CONSULTANT - SEO - DIGITAL PROJECT MANAGER

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ACADEMIC BACKGROUND

Master's in Digital Marketing and Apprenticeship Manager

University Paris Cité

📅 2023 - 2025 📍 Paris

- Management and strategy, project management, CSR, digital monitoring, consumer behavior analysis, SEO and web design, AI, social media, and e-reputation.

Bachelor's in Economics - Management

University Paris Panthéon Assas

📅 2020 - 2023 📍 Paris, France

- First and second years : general track.
- Third year: International Economics track.

Baccalauréat in Economics and Social Sciences

Blanche de Castille High School

📅 2020 📍 Villemomble, France

- Specialization in Mathematics - High Honors

EXPERIENCE

Digital Project Manager in Apprenticeship (current)

SNCF Immobilier

📅 09/2023 - 08/2025 📍 Saint-Denis

- Supervised digital projects: managed developer and business teams for the creation of two PowerApps applications, including an event booking platform for clients and advisors, and an internal scheduling tool to replace Outlook calendars.
- Organized workshops and collaborated closely with developers.
- Wrote specifications and project planning documents.
- Led the agency's communication strategy: SharePoint design, newsletters.
- Managed a PowerPlatform database (PowerApps, Power BI, Dataverse, Excel): entity modeling, data integration (Outlook, SharePoint, Excel connectors), automation with Power Automate, and creation of interactive real-time dashboards.

Cafeteria Manager Substitute

Lagardère Travel Retail

📅 06/2021 - 12/2022 📍 Paris

- Lariboisière Hospital
- Supervised a team of 4 sales assistants: planned and implemented marketing activities, maintained merchandising standards, managed team schedules, and processed financial data for sales performance tracking.

LANGUAGES

English

Bilingual



Arabic

Intermediate



Spanish

Fluent



INTERESTS

Video Editing (Sony Vegas Pro, CapCut, Movie Maker)

CrossFit

Tennis

Brain games and puzzles

SUMMARY

Marketing Consultant | SEO Specialist | Project Manager | Digital Performance Expert

Currently working as a digital project manager at SNCF Group until August 2025 as part of my Master's in Digital Marketing. I am seeking my first full-time position starting September. My passion for digital marketing and expertise in project management have led to tangible contributions, including achieving a client satisfaction rate above 85% and significantly reducing booking processing times through digital process optimization.

My data analysis work with Power BI improved real-time decision-making through customized interactive dashboards.

PROJECTS AND RESULTS



Social Media

Managing TikTok and Instagram pages for MMA - TikTok videos reaching 14,000 views.



SEO Recommendations for association Edition999

Conducted a technical audit, analyzed landing pages, semantic optimization, and structured data.



Oversight of the Development of Two Internal Applications - SNCF Immobilier

"Mon Agence Événementielle V2" — Client booking management platform ranked among the top 20 most used apps in the group, and "360 Agenda" — Internal scheduling tool replacing Outlook calendars for teams. Handled requirements gathering and development follow-up.



Management and Implementation of Microsoft Power BI Dashboards - SNCF Immobilier

Built dashboards from a database to monitor billing, revenue, traffic indicators, and event room occupancy rates across France.

SKILLS

Google Analytics

Google Looker Studio

HTML

JavaScript

Microsoft Office

Microsoft Power BI

One Note

PowerApps

PowerPoint

Screaming Frog

SEMrush

Sony Vegas Pro

SQL

Tally

VBA

WordPress

Google Ads