



IDIR KHELOUFI

| Strategic Digital Marketer & Multi-Disciplinary Designer |

+97470807269 | idirkheloufi19@gmail.com | Residence : Qatar | www.idirkheloufi.com

Professional Summary

Helping businesses scale by bridging the gap between high-end design and data-driven marketing. Specialized in building conversion-focused WordPress ecosystems and visual identities that don't just look premium but turn passive viewers into loyal customers.

Work Experience

2023 – 2025 | Lead Digital Marketer & Designer | Djmila Academy

Educational Growth: Developed marketing strategies to increase student enrollment and brand awareness.

Content Leadership: Managed all creative assets, including high-impact social media campaigns and professional video production.

Digital Presence: Optimized the academy's WordPress platform for a seamless user experience and registration funnel.

2021 – 2023 | Creative Marketing Lead | Al-Djamal Printing & Publishing

Team Leadership: Led and mentored a team of designers, ensuring high-quality visual outputs and efficient workflows.

Integrated Marketing: Combined traditional printing expertise with digital strategies to expand market reach.

Technical Oversight: Supervised complex brand identities and press-ready materials for large-scale production.

2019 – 2021 | Freelance Creative Partner (Visual Solutions)

Multi-Sector Design Expertise: Delivered specialized design solutions across various industries, including Commercial, Food & Beverage, Industrial, and

Packaging & Print Mastery: Managed the full lifecycle of complex packaging and printing projects, ensuring high technical accuracy from concept to final

Brand Identity & Marketing Assets: Developed integrated visual identities and marketing materials for a wide range of commercial businesses and clients.

Education & Certifications

Built a solid technical and creative foundation through intensive self-study in Digital Marketing, Web Development, and Graphic Design, followed by specialized professional certifications.

Google Digital Marketing & E-commerce (Fundamentals) – Certified by Google.

Certified Graphic Design – Obtained from Al-Mahd International Training School

Skills & Core Competencies

Strategic Marketing & Analytics

Performance Marketing: ROI-focused campaigns, conversion rate optimization (CRO), and lead generation.

SEO & SEM: Search engine optimization and paid advertising strategies (Google Ads, Social Ads).

Data Insights: Analyzing audience behavior to refine marketing funnels.

Technical Web & Design

WordPress Ecosystem: Building, customizing, and maintaining high-performance, responsive websites.

Professional Design: Mastery of Adobe Creative Suite (Photoshop, Illustrator, InDesign).

Video Editing & Motion Graphics: Video creation and editing using Premiere Pro and CapCut.

Professional Skills

Brand Strategy: Building visual identities that align with business goals.

Team Leadership: Experience in managing creative teams and project workflows.

Print & Packaging: Deep technical knowledge of industrial printing and packaging standards.

Languages

Arabic: Native / Professional Fluency

English: Intermediate

French: Advanced

Kabyle: Native / Professional Fluency

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