

Mohamed Chhiti

Marketing Data Analyst & E-commerce Strategist

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PROFESSIONAL SUMMARY

Data-driven marketing and e-commerce professional with experience across analytics, campaign execution, digital content optimization, CRM/lead coordination, visual design, and cross-functional stakeholder management. Skilled at translating market, sales, and engagement data into practical marketing improvements through Power BI dashboards, NielsenIQ analysis, Google Analytics, advanced Excel, and structured reporting. Comfortable working between marketing, sales, technical teams, and external partners in international environments.

CORE SKILLS

Data & Analytics: Power BI, NielsenIQ, Advanced Excel, GA4, data visualization, market share analysis, campaign performance analysis, dashboarding.

Marketing & E-commerce: Salesforce Marketing Cloud, CRM data coordination, promotional planning, SEO, lead generation, email marketing, content optimization.

Digital & Design: Adobe Photoshop, Adobe Illustrator, HTML/CSS, UX principles, landing pages, newsletters, website auditing.

Ways of Working: Agile/Scrum, stakeholder management, cross-functional collaboration, A/B testing, international teamwork.

PROFESSIONAL EXPERIENCE

Henkel - Consumer Goods Benelux

E-commerce & Data Analytics Intern | February 2024 - February 2025

- Analyzed YTD sales, market share, and competitor performance across 208 FMCG SKUs using NielsenIQ, Excel, and internal reporting tools.
- Identified an out-of-stock bottleneck affecting high-velocity products and helped translate the finding into corrective business actions.
- Developed a centralized 3-month promotional planning dashboard in Power BI and Excel for brand managers and key account teams.
- Supported promotional planning and e-commerce performance across retailers including Albert Heijn, Bol.com, and Carrefour.
- Created and adapted 1,500+ campaign assets and ad copy variations in-house using Adobe Creative Suite, improving campaign turnaround speed.
- Redesigned a promotional newsletter using HTML/CSS, optimized timing around engagement patterns, and supported website content quality through SKU audits and navigation fixes.
- Tracked influencer campaign engagement and collaborated with brand, sales, e-commerce, and key account stakeholders.

Notoriety Group

Junior Supervisor & Digital Marketer | 2018 - 2020

- Led a cross-functional team of SEO, marketing, and full-stack development profiles using Agile daily sprints.
- Supported lead generation campaigns across renewable energy and telecommunications sectors in France, Belgium, and Canada.
- Coordinated high-volume lead data collection, cleaning, and CRM integration to support partner call center outreach.
- Designed landing pages and campaign visuals aligned with brand identity and conversion objectives.
- Worked between marketing, technical, and operational stakeholders to improve lead flow and delivery timelines.

SELECTED PROJECTS

Greenbridge: Freelance digital project involving positioning, content structure, and practical execution for a clearer user-facing presence.

Plop: Freelance/side project contribution focused on brand-oriented thinking, content direction, and visual communication.

Catering Project: Food and service concept with attention to offer clarity, presentation, customer experience, and practical go-to-market thinking.

VETO: AI-assisted Chrome extension prototype involving positioning, user flows, privacy communication, launch planning, and QA thinking.

Het Anker Brewery: Developed branding concepts for Black Canvas Whiskey Limited Series with a US-Belgian team, winning 1st prize.

Kotbaas: Digital concept support with attention to audience needs, communication clarity, and service presentation.

Aftercue: Digital/brand project support around positioning, user-facing content, and execution.

Waves Pilates Leuven: Final-year UCLL consultancy project focused on promoting Pilates to men by addressing perception barriers and reframing the offer around strength, mobility, recovery, and performance.

Markstrat Simulation: Led a multinational team through market analysis and competitive strategy, winning 1st prize.

EDUCATION

Postgraduate in Global Business Management | HOWEST University of Applied Sciences, Bruges | 2020 - 2021

Bachelor of Business Management - Marketing | UCLL University of Applied Sciences, Leuven | 2021 - 2025

CERTIFICATIONS & LANGUAGES

Certifications: AI Applications in Marketing and Finance | Google Ads Search Certification | Foundations of User Experience Design

Languages: English - Fluent / Professional | French - Fluent | Dutch - Basic