

# HODAIFA ELMOUTAOUAKEL



Freelance Data Analyst · Web Designer · App Builder · SMM Specialist

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## PROFESSIONAL SUMMARY

Results-driven freelancer with 5+ years delivering digital solutions across data analysis, web design, app building, and social media management. Proficient in Python, SQL, Power BI, Excel, and modern web technologies. Proven track record with US and MENA clients — from high-converting websites to data dashboards that drive real decisions. Committed to quality, speed, and measurable results.

## CORE SKILLS

**Data Analysis:** Python · SQL · Power BI · Excel · Pandas · NumPy · Matplotlib · Dashboards

**Web Design:** UI/UX · HTML · CSS · JavaScript · E-commerce · Shopify · Landing Pages

**App Building:** Web Apps · Mobile Apps · No-code Tools · Fast Prototyping

**SMM & AI:** Instagram · AI UGC Video · YouTube Thumbnails · Content Design · Meta Ads

## PROFESSIONAL EXPERIENCE

### Freelance Digital Services — Self-Employed 2020 – Present

Remote · Worldwide

- Delivered 35+ client projects across web design, data analysis, app development, and social media management.
- Built high-converting websites and e-commerce stores (Aflora Nature, Villa Agency, POD, and more).
- Created interactive Power BI and Excel dashboards transforming raw data into actionable business insights.
- Managed social media accounts — produced AI-powered UGC content, Instagram posts, and YouTube thumbnails.
- Co-founded Aflora Nature (home fragrance brand) — managing digital presence from store to social media strategy.
- Ran Facebook Ads campaigns for custom printing services (CUSTOMTEE DTF) targeting US audiences.

### Data Analyst Intern Oct 2024 – Nov 2024

TechnoHacks EduTech Official · Remote

- Cleaned and processed large datasets using Python (Pandas, NumPy) to remove duplicates and inconsistencies.
- Produced detailed stakeholder reports summarizing key trends and actionable insights from complex data.
- Built data visualizations using Matplotlib to clearly communicate findings to non-technical audiences.

### Social Media Manager 2023 – Present

Multiple Clients · Remote

- Managed paid advertising campaigns on Facebook and Instagram, targeting specific audiences to maximize ROI.
- Grew client accounts organically through strategic content creation, AI-powered UGC videos, and consistent posting schedules.
- Helped clients attract more customers and increase brand visibility, delivering measurable growth in followers and lead generation.

## SELECTED PROJECTS

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### Villa Agency — Real Estate Website

Web Design

Full real estate website with full-screen hero, property listings, and booking CTA built to convert visitors into leads.

### Aflora Nature — E-commerce Store

Web · E-commerce

Complete online store for a Moroccan home fragrance brand — product catalog, branding, and social media strategy.

### Sales Performance Dashboard

Data · Power BI

Interactive Power BI dashboard tracking KPIs, regional performance, and trends enabling real-time business decisions.

### Radwan Dream App

App Development

Custom web application — clean architecture, intuitive UX, and fast delivery from concept to production.

### TechHodaifa Portfolio Website

Web · 3 Languages

Personal portfolio in EN/AR/FR — dark premium design, filterable project gallery, contact form, and language switcher.

## EDUCATION

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### Université Cadi Ayyad — Private Law

2023 – 2025

Marrakech, Morocco

### ALX Academy — Data Analytics Program

2024 – 2025

Intensive program: Python, SQL, data analysis, and business intelligence.

## CERTIFICATIONS

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### Data Analysis & Business Intelligence

- Google Data Analytics Professional Certificate — 9 courses (Coursera)
- IBM Data Analyst Professional Certificate (Coursera)
- Meta Data Analyst Professional Certificate — 5 courses (Coursera)
- Microsoft Power BI Data Analyst PL-300 — 30 courses (Coursera)
- 365 Data Science — Introduction to Data and Data Science

### Specialized Tools

- Data Analyst with Python — 20 courses (DataCamp)
- Data Analyst with Power BI — 17 courses (DataCamp)
- Data Analyst with SQL — 10 courses (DataCamp)
- Data Analyst with Excel — 10 courses (DataCamp)

## LANGUAGES

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**Arabic** Native

**English** Professional Working Proficiency

**French** Basic

## NOTABLE ACHIEVEMENTS

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- 8M+ Instagram views in 90 days (99.8% Reels) — 100% organic, zero paid promotion.
- Completed 100+ hours of certified training in data analysis, Power BI, Python, and SQL.
- Built and launched a 3-language portfolio website (EN/AR/FR) with premium dark branding.
- Co-founded Aflora Nature — managed full digital stack from e-commerce to brand content.