

# FARHAT SKANDER

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[Portfolio Website](#) - [LinkedIn](#)

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## SUMMARY

Coming from a **business background**, I now specialize in **web development with WordPress and Elementor**, understanding what businesses need and translating it into effective, user-friendly websites that drive results.

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## WORK EXPERIENCE

### Kom-Media, Remotely - WebMaster

12 June - 25 June

- Built the Marketing Agency website using **Elementor Pro**.
- Implemented custom **CSS** and **JS** for enhanced functionality.
- Ensured the site was **mobile responsive** and user-friendly.

### SEO/Web Tracking - DECATHLON (Internship)

01 Aug - 31 Aug 2024

- Created **blog posts** optimized for SEO.
- Implemented **web tracking** with custom tags using GTM.
- Monitored performance and efficiency with GA4.

### Commercial Manager, L'OREAL

Oct 2022 - Oct 2023

- Managed all POS work efficiency and stock across Tunisia.
  - Ensured smooth operations and product performance in the Tunisian market.
  - Oversaw distribution and sales of L'Oréal products
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## EDUCATION

### Master in Digital Marketing - Digital College

2022 - 2024

Specialization : Start-Up & E-commerce

### License degree in Business Administration - SMU

2018 - 2021

South Mediterranean University, MSB

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## SKILLS

- **Technical Skills:** WEBSITE DEVELOPEMENT : HTML, CSS, JavaScript, Elementor Pro, Wordpress, GTM, GA4, Search Console
- **Languages:** English, French, Arabic
- **Certifications:** Fundamentals of digital marketing (Google), HubSpot Inbound Marketing Certification (HubSpot), Data Driven Course (Slim Laribi)
- **Soft Skills:** Leadership, Problem-solving, Attention to detail, Communication, Project management, Analytical thinking, Teamwork