

SOULEIMAN BOUKAR

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[Portfolio: souleimanboukar.ca](https://souleimanboukar.ca)

PROFESSIONAL PROFILE

Digital marketing specialist with expertise in digital acquisition, SEO/SEA, content creation, and performance optimization. Skilled at designing, structuring, and improving data-driven marketing strategies to generate measurable results (leads, traffic, conversion).

CORE COMPETENCIES

- Content creation (social media, web content, video)
- Paid advertising (Meta Ads, Google Ads)
- SEO optimization (keywords, structure, content, internal linking)
- E-commerce content management (UX, product pages, organization)
- Performance analysis (KPIs, Google Analytics, conversion)
- Digital acquisition strategies and organic growth
- Use of artificial intelligence in marketing

TECHNICAL SKILLS

- Marketing tools: Google Ads, Meta Ads, Salesforce
- Analytics tools: Google Analytics, SEMrush
- Creative tools: Canva, CapCut, Photoshop (basic)
- CMS & e-commerce: WordPress, Shopify (basic), Wix
- Digital tracking & optimization

PROFESSIONAL EXPERIENCE

Marketing Manager – Groupe Inspire

Montreal, QC | 2025 – 2026

- Full management of digital acquisition campaigns (Meta Ads, Google Ads) with monthly budgets of up to \$8,000
- Creation and optimization of marketing content (videos, visuals, ad copy, landing pages)
- Development and optimization of lead generation strategies in the real estate sector
- Performance analysis (CPL, CTR, conversion rate) and weekly recommendations to management
- Improved marketing funnel resulting in a 5x increase in lead volume within 2 months
- Coordination of marketing initiatives with internal teams (sales, content, operations)

Marketing Assistant – Alkazea

Cameroon | 2021 – 2024

- Conception and writing of marketing content adapted to trends and user behaviours
- Creation of visuals and videos optimized for social media to increase engagement and conversions
- Community management (Facebook, WhatsApp) with over 400 active groups
- Campaign performance analysis and strategy adjustments to improve results
- Contribution to structuring marketing actions and improving the customer journey

Personal Project – smartshopbaby.com (E-commerce & SEO)

- Full site creation (market research, competitive analysis, WordPress development, hosting, domain)
- Implementation of an SEO strategy (keyword research, semantic optimization, internal linking, content)
- Implementation of technical SEO techniques (tags, loading speed, robots.txt, SEO plugins)

- Use of tools (SEMrush, Search Console, Google Analytics) to analyze and optimize performance
- Result: +45,000 organic impressions in 2 months
- Implementation of acquisition strategies and conversion rate optimization

EDUCATION

Graduate Diploma (DESS) in Digital Marketing and Artificial Intelligence (in progress)

ESG UQAM – Montreal

Bachelor's Degree in Economics and Management (Management stream)

University of Maroua – WES Recognized

CERTIFICATIONS

- Google Ads Certification
- Google Analytics Certification

LANGUAGES

French: Advanced

English: Professional intermediate