



Ala Eddine GROUN

SEO Specialist | GEO & AEO

Data- and automation-driven SEO Specialist focused on organic acquisition in the AI era. I combine technical SEO, **GEO/AEO**, content and automation to make websites visible both on Google and within generative-AI answers (AI Overviews, ChatGPT, Perplexity), and turn that traffic into measurable results. At DocShipper, I lead international SEO across 20 websites (hreflang) and industrialize processes with **Claude**, **n8n** and **Make**: +30% leads, +140% AI mentions and 4x output.

CONTACT

✉ grounala@gmail.com

in Ala Eddine Groun

☎ +216 56 788 841

📍 Greater Tunis, Tunisia

SKILLS

SEO: technical (crawl, Core Web Vitals, indexing), international (hreflang), on-site, off-site, link building

GEO & AEO: structured data (Schema.org), LLM-citable content, brand citations

SEA: paid acquisition via Google Ads

Automation & AI: workflows, AI agents, data analysis

Content & Growth: content strategy, inbound, CRO

TOOLS

Analysis & crawl: Screaming Frog, Semrush, Ahrefs

Tracking & reporting: Google Search Console, GA4, Looker Studio

Automation: Claude, n8n, Make

CMS & dev: WordPress, HTML, CSS, JavaScript

EDUCATION

- **Professional Master's** — Luxury Management & Marketing, ESSEC Tunis (2023)
- **Bachelor's** — ICT Management, IsetCom Tunis (2021)
- **Baccalaureate** — Computer Science, Gabès (2018)

CERTIFICATIONS

- Inbound Marketing — HubSpot
- SEO — E-marketing Institute
- Google Analytics — Google

LANGUAGES

- **Arabic:** native
- **French:** fluent
- **English:** fluent

PROFESSIONAL EXPERIENCE

SEO Specialist

DocShipper | May 2025 – Present | Tunis

- Leading **technical SEO across 20 international websites** (FR, EN, AR): international architecture & targeting (**hreflang**), Core Web Vitals, indexing; analysis with **Screaming Frog** and **Semrush**
- **Coordinated a team of 3** and produced **30+ pages/articles** on new websites → ranking and indexing gains
- **GEO/AEO** strategies (structured data, LLM-citable content, brand citations), tracked via custom scripts + **Looker Studio** → **+140% AI mentions**
- Link building, tracking and reporting (**GSC, GA4, Looker Studio**) to drive SEO decisions → **+30% leads**
- Automated nearly all SEO processes (**n8n/Make** workflows, **Claude** AI agents) → **4x output**

SEO Specialist — Freelance

HS Group | April 2025 – January 2026 | Full remote

- End-to-end SEO management of a **multilingual website (3 languages, hreflang)**: technical audit (**Screaming Frog**) and on-page optimization
- Semantic optimization of strategic pages and internal linking → **+20% organic traffic**
- Ranking monitoring and monthly reporting (**GSC, GA4, Looker Studio**)

Adjunct Lecturer

IsetCom — Higher Institute of Technological Studies in Communications | Sep 2024 – Jan 2026 | Ariana

- Designed and delivered courses on digital transformation fundamentals
- Led web development workshops: HTML, CSS, JavaScript and WordPress

SEO & SEA Project Manager

BizBooster | June 2024 – October 2024 | Full remote

- Marketplace SEO strategy: site architecture, internal linking and product-page optimization
- Keyword research and ranking monitoring with **Semrush**; WordPress development & UX/UI
- **SEA (Google Ads)** campaign generating **+25% new clients**

SEO Project Manager — Capstone Project

Hello Watt | June 2023 – November 2023 | Paris

- Technical audit (**Screaming Frog**) and backlink & keyword analysis (**Ahrefs**)
- **AI-assisted** content production and on-page recommendations → **+20% organic traffic**
- Link building and organic-traffic monitoring (**GSC, GA4, Looker Studio**)

SEO Specialist

Proxiweb | December 2021 – April 2022 | Tunis

- SEO audit and on-site optimization: speed, tags and indexing
- Off-site strategies, link building and ranking monitoring (**GSC**)

Community Manager

Digital Hub | September 2021 – November 2021 | Tunis

- Digital communication strategy and management of clients' Facebook pages
- Content creation and community management

Web Marketing & Community Management — Internship

DaryDar | January 2021 – June 2021 | Tunis

- SEO and creation of a communication strategy
- Social media management and content production