

TAR JOEL TAR

Digital Marketing Strategist | Data Analyst

PROFILE

Results-driven Digital Marketing Strategist and Data Analyst skilled in SEO, campaign strategy, brand growth, content creation, and data analysis using Python, Power BI, Excel, and marketing tools to improve engagement and business decisions.

CONTACT

Phone: +237 650 770 957

Email: tarjoeltar@gmail.com

Portfolio: <https://tarjoel.vercel.app/>

Location: Douala, Bonaberi

CORE SKILLS

- Digital Marketing Strategy
- SEO and Search Engine Marketing
- Campaign Planning and Management
- Marketing Analytics and Reporting
- Brand Positioning and Content Marketing
- Social Media Management
- Data Analysis and Dashboard Reporting
- Python, Power BI, Microsoft Excel
- Graphic Design and Visual Content Creation
- Web Development
- Photography and Digital Media Production
- AI Tools for Marketing and Content Creation

EDUCATION

Postgraduate Diploma in
Computer Science

University of Buea | 2014 – 2016

BSc in Mathematics (Minor in
Computer Science)

University of Buea | 2009 – 2012

CERTIFICATIONS

- AWS Cloud Technical Essentials
- Digital Marketing and E-commerce Certification
- IBM Data Analyst Professional Certificate

LANGUAGE

English – Fluent

French – Fair

EXPERIENCE

Digital Marketer / Data Analyst

DME SYSTEM | 2026 – Present

- Develop and implement digital marketing strategies to improve brand awareness and customer engagement.
- Create and manage digital content for online platforms.

Data Analyst / Digital Strategist

TTSET GLOBAL LTD | 2024 – 2026

- Collected, cleaned, and analysed business and marketing data using Python, Power BI, and Microsoft Excel.
- Built dashboards and reports to support decision-making and improve business performance.

Product Design Manager / Marketing Manager

TTSET GLOBAL LTD | 2024 – 2026

- Led digital marketing, content planning, campaign execution, and product communication activities.
- Created brand assets, advertising materials, and social media content aligned with business goals.
- Tracked campaign performance and audience response to improve messaging and brand visibility.

Lecturer – Programming, AI, Digital Marketing & Math

IUG & IUC Douala | 2017 – 2026

- Taught programming, data analysis, digital marketing, artificial intelligence, and mathematics.
- Developed practical lessons, projects, and hands-on classroom activities.

Mathematics & Computer Science Teacher

CEGET, NABICO & MAARIF | 2012 – 2014

- Delivered structured lessons in mathematics and computer science for secondary school students.

REFERENCES

Dr. Moffo Bertrant

Lecturer, University of Buea

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Dr. Denis Nkweteyim

Lecturer, University of Buea

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