Victor De Sousa e Silva

Digital Performance Consultant

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🔗 Linkedin

About me

- Deep interest in new technologies
- Fast learner, enthusiastic about new ideas
- Thrives in dynamic and challenging environments
- Naturally creative and innovative
- Passionate about racket sports and hiking

Skills

Analytics
Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, Supermetrics, Catchr, Matomo/Piwik, Tableau

SEO, SEA, SMO
AHREF, SEMRush, ScreamingFrog, Google Ads, Business Manager, Campaign manager

CMS
WordPress, Webflow, Drupal, Framer, Relume

UX/UI
Figma, Adobe XD, Canva

AI
Cursor, Flux 1.Dev, Mistral, ChatGPT, Anthropic

Automation
N8N, Zapier, Make, Hubspot, Brevo

Languages

Français
C2 - Native

English
C1 - TOEIC 890 - Fluent

Italiano
C1 - Fluent

Español
B1 - Intermediate

References

Farid El Ourat
Head of performance, Arneo
🔗 Linkedin

Jérémie GALLAND
Delivery Manager, Arneo
🔗 Linkedin

Experience

Arneo | Pixel Alliance, Mantu group	2023-09 - ongoing
Performance & Acquisition Consultant – Paid & Organic	Barcelona

🔗 Marketing digital agency

- **360° Acquisition Strategy:** Developed and executed full-funnel strategies across SEO, SEA (Google Ads), Paid Social (Meta, LinkedIn), and Display to drive qualified traffic and boost lead generation.
- **Technical SEO & Website Optimization:** Conducted in-depth audits (crawlability, indexation, Core Web Vitals), optimized Hn structure, URL hierarchy, title/meta tags, and implemented large-scale redirection plans (e.g. Emeis rebranding from Orpea).
- **Content & Semantic SEO:** Led keyword research, content scoring, and semantic clustering using tools like **SEMRush, Ahrefs, Screaming Frog** to enhance on-page performance and SERP visibility.
- **Marketing Automation & Lead Nurturing:** Designed **HubSpot** workflows to automate lead conversion (MQL), integrate lead scoring models, and align lifecycle messaging with sales KPIs.
- **Tracking & Data Analytics:** Built custom **GTM** tagging plans (incl. **Consent Mode**), monitored multi-channel performance with **GA4**, **Matomo**, and **Looker Studio** dashboards.
- **Cross-Functional Project Management:** Coordinated with developers, designers, and copywriters across agile sprints to deliver conversion-driven landing pages and optimize CRM journeys.
- **CMS & Webmastering:** Managed content operations in **WordPress & Drupal**, including SEO updates, schema integration, and A/B testing for conversion uplift.
- **Innovation Projects:** Contributed to Arneo's internal R&D (e.g. Firecrawl test), participated in SEO-UX workshops, and helped define the new website's structure and digital positioning.
- *Multi-client portfolio: Pierre Fabre for Med, Stellantis & You, Engie.com, Emeis, Elengy, Pink Lady*

Tom	2024-12 - ongoing
Co-Founder & Product/Marketing Lead	Barcelona

🔗 Web3.0 AI image generator

- **Launch & Development:** Built a full-stack AI-powered image generation tool (web app + Telegram bot) and managed the launch of $TOM token.
- **Workflow Automation:** Designed prompt pipelines and LoRA training flows to scale content generation.
- **Growth & Brand:** Defined GTM strategy and drove growth via social automation and community management.

Waty	2022-01 - 2024-04
Cofounder, Marketing & Community Management	Paris

🔗 Community influence marketing

- **Community Growth:** +2,300 Discord users and +3,250 𝕏 followers via gamified acquisition strategies.
- **Engagement Tools:** Launched smart contracts and an engagement bot across 11 servers.
- **Client Outreach:** Signed 6 client projects through targeted activation campaigns.

SFR Business, Altice Group	2018-09 - 2021-11
Digital Marketing & SEO Specialist – B2B	Paris

🔗 B2B Telecom operator

- **SEO:** On-page optimization, keyword analysis, ranking improvement, and crawl performance monitoring.
- **Product Design:** Wrote specifications, designed interfaces and prototypes, and optimized UX/UI for marketing impact.
- **Social Media Strategy:** Redefined content strategy, managed platforms, and implemented publishing calendars.
- **Data Analysis & Reporting**
- **Project Management**

Education

EDC Paris & Efrei Paris	2019 - 2021
Master, E-Business & Digital Transformations	

Efrei Paris	2018 - 2019
Bachelor, Marketing Digital	

Solvay, Université Libre de Bruxelles	2015 - 2018
Bachelor, Science Economics	

Saint Jean, Douai	2014 - 2015
Preparatory Classes for Business Schools	

Institut Saint Dominique, Rome	2004 - 2014
French Scientific Baccalauréat	