Victor De Sousa e Silva

Digital Marketing Manager - SEO, CRM & Acquisition

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🔗 Portofolio
🐙 Github
in LinkedIn

Summary

I'm a growth-oriented digital marketer with 5+ years of experience across SEO, paid media, and CRM. I've helped global brands drive traffic and convert leads through full-funnel strategies, and

I'm passionate about combining creativity with data to solve real business problems. Currently seeking my next challenge in a product-led tech company.

Skills

Analytics

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

SEO & Paid Ads

AHREF, SEMRush, ScreamingFrog, Google Ads, Business Manager, Campaign manager, Meta, Tiktok

CRM & Automation

N8N, Zapier, Make, Hubspot, Brevo

AI & LLM

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

CMS & UX

WordPress, Webflow, Drupal, Framer, Relume, Figma, Adobe XD

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, Mantu group — 2023 - present
Digital Project Manager — Barcelona
🔗 Marketing digital agency

Key Clients: Pierre Fabre, Stellantis & You, Engie.com, Emeis, Elengy, Pink Lady & more

- **Led full-funnel marketing strategies**: I designed campaigns that attract, convert, and retain users through SEO (search engine visibility), paid ads (Google, Meta), and CRM (email and automation).
- **Improved websites for Google & users**: I ran audits to make sites easier to find and faster to load, and helped organize content so it's clear and well structured.
- **Managed marketing automation**: I set up smart email flows that adapted to user behavior, boosting lead conversion and nurturing.
- **Monitored performance with data dashboards**: I created clear reports that helped clients make decisions based on real-time results.
- **Worked cross-functionally**: I coordinated with developers, designers, writers, and client teams to launch new campaigns and landing pages quickly and effectively.

SFR Business, Altice Group — 2018 - 2022
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**

My Projects

Tom AI — 2024 - ongoing
Co-Founder & Product/Marketing Lead
🔗 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 DAO — 2022 - 2024
Cofounder, Marketing & Community Management
🔗 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.

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