

YOUSSEF ENJRI

GROWTH MARKETER & GTM ENGINEER

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Growth Marketer and passionate GTM Engineer, with 2 years of experience in customer acquisition and data-driven campaign optimization. Specialist in automation (AI, Make, N8N, Clay) and implementing scalable GTM engines. Creative, analytical and results-oriented, motivated to drive growth and digital innovation for ambitious companies

PROFESSIONAL EXPERIENCES

Freelance

GTM Engineer & AI Automation

Paris, France

December 2023 – Present

- Set up automations on Make.com & N8N (Smartlead reporting, client onboarding, Bookkeeping classification, AI-generated meeting notes).
- Developed automated acquisition and sales operations workflows (CRM, scoring, tracking).
- Built and optimized GTM engines on Clay for agencies and consulting firms.
- Generated 50+ qualified prospects in < 2 months for a web agency.
- Created lead generation processes targeting decision-makers and companies with reputation challenges.

Silvr

Growth Marketer – CDI

Paris, France

January 2024 – January 2025

- Developed and implemented paid and outbound acquisition strategies for France and Germany.
- Managed Meta, Google, and Bing Ads campaigns: setup, optimization, budget, automation and developed landing pages.
- **Results:** over **50%** reduction in **CPA** and **CPC**, **ROAS** of **2.5** on paid with **172** customers (5-figure monthly budget).
- Conceived creative briefs for the design team and created marketing assets via generative AI (Midjourney).
- Managed the optimization and deployment of outbound campaigns in collaboration with the sales teams.
- Identified and prioritized key customer segments and target industries for the outbound campaigns.
- Designed targeted sequences, develop and A/B tested messages adapted to different buyer personas.
- Optimized prospecting sequences based on data from previous campaigns.

Payfit

Growth Marketing – Internship

Paris, France

March 2023 – October 2023

- Deployed and optimized paid acquisition campaigns on Facebook, LinkedIn and Google Ads.
- Analyzed and optimized performance of campaigns, landing pages and ad creative.

Jellyfish

Display and Programmatic consultant – Internship

Paris, France

August 2022 – January 2023

- Deployed and managed cross-channel and multimedia advertising campaigns in France and abroad (Display, Video).

Verisure

Business Analyst – Apprenticeship

Paris, France

February 2021 – June 2022

- Drove transformation plans with stakeholders and increase retention rate by **35% monthly** per agent.

EDUCATION

ESSEC Business School

Programme Grande École | Master in Management

Cergy, France

2020 – 2024

- **Relevant Classes :** Digital Marketing Strategy, Advertising, Marketing Mgmt, E-Business Operations, Digital Transformation

Al Akhawayn University

Bachelor of Business Administration

Ifrane, Morocco

2012 – 2017

SKILLS

- **Tools:** Microsoft Office, Google workspace, Python, DV360, Facebook Ads, LinkedIn Ads, Google Ads, Hubspot, Supermetrics, Looker, Midjourney, Figma, Webflow, Customer.io, Make, Zapier, Bing Ads, Phantombuster, Apify
- **Languages:** Arabic (mother tongue); French (fluent); English (fluent); Spanish (Notions)
- **Certifications:** Google Ads Search Professional Certification, Make Foundation, LinkedIn Sales Navigator, Google Analytics