

Fathi Sehla

Growth Marketing Manager – Voice AI / B2B SaaS | Professional | Results-Driven

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PROFESSIONAL SUMMARY

Growth marketing leader with 7+ years driving B2B SaaS customer acquisition and multichannel demand generation for fintech and tech startups, including as CMO of Thread (acquired fintech SaaS). Proven track record scaling user bases by 4x, generating 300% increases in qualified leads, and managing €450K marketing budgets across SEO, paid social, email, webinars, and partnerships. Backed by Station F ecosystem experience, Microsoft GenAI Studio exposure through client work, and deep expertise in B2B social media marketing with 1M+ LinkedIn reach. Fluent in English with TOEIC 900/990, ready to drive U.S. market expansion for AI-powered startups.

WHY I'M YOUR IDEAL GROWTH MARKETING MANAGER – VOICE AI / B2B SAAS

- ✓ **B2B SaaS Growth Marketing Expertise:** Led growth initiatives for 20+ B2B tech companies as freelance consultant, generating 40-60% increases in qualified leads. As CMO of Thread (acquired fintech SaaS), scaled user base by 4x in 18 months and doubled ARR with €200K marketing budget.
- ✓ **Multichannel Campaign Execution:** Managed comprehensive growth strategies across email (Smartlead, Instantly, Lemlist), LinkedIn, Meta, Google Ads, SEO, content, partnerships, and webinars. Reduced CAC by 40% while managing budgets from €2K to €450K across paid channels.
- ✓ **Webinar & Digital Event Leadership:** Executed end-to-end event marketing and webinar production using Streamyard, Livestorm, and Zoom. Host weekly LinkedIn Lives achieving 1M+ post reach, educating audiences on demand generation and marketing strategies.
- ✓ **B2B Social Media Mastery:** Achieved 1M+ post reach on LinkedIn with thought leadership content. Grew organic traffic by 45% through content marketing engine producing 36+ pieces. Expert in LinkedIn Campaign Manager, Meta Business Manager, and Twitter/X for B2B lead generation.
- ✓ **Data-Driven Performance Optimization:** Proficient with CRM systems (HubSpot, Pipedrive, Salesforce), marketing automation, Google Analytics, GTM, Hotjar, and Mixpanel. Conducted extensive A/B testing campaigns, winning €300K contracts with TBWA through optimization expertise. Achieved 68% improvement in conversion rates through funnel optimization.
- ✓ **Startup & U.S. Expansion Experience:** Founded Achylles (raised €300K seed funding), worked within Station F ecosystem through client engagements, and gained Microsoft GenAI Studio exposure. Managed growth for rapidly scaling startups, increasing qualified leads by 170% while maintaining operational excellence.
- ✓ **Sales & Product Collaboration:** Collaborated cross-functionally with Product, Commercial, and Operations teams at Impactfull and Thread. Developed product positioning, GTM strategies, and sales enablement materials for B2B SaaS clients as consultant.

✓ **Fluent English & International Readiness:** TOEIC score 900/990, worked in London at Crédit Agricole CIB managing institutional client relationships. Comfortable working fully in English with international teams and driving U.S. market strategies.

CORE COMPETENCIES

- Multichannel Growth Marketing Strategy (Email, Social, SEA, Content, Partnerships)
- B2B SaaS Customer Acquisition & Demand Generation
- Conversion & Acquisition Campaign Management
- Webinar Planning, Production & Digital Event Marketing
- B2B Social Media Marketing (LinkedIn, X/Twitter, YouTube)
- Performance Analytics & Funnel Optimization
- A/B Testing & Experimentation Frameworks
- CRM & Marketing Automation (HubSpot, Pipedrive, Salesforce)
- SEO/SEM & Paid Social Campaign Management
- Sales & Product Team Collaboration
- Data-Driven Decision Making & ROI Maximization
- Startup Scaling & U.S. Market Expansion
- Lead Generation & Qualification Systems
- Brand Awareness & Thought Leadership Development
- Budget Management & Resource Allocation
- Team Building & Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Growth Marketing Consultant | Freelance **at Self-Employed**

June 2022 – Present

Lead comprehensive multichannel growth marketing strategies for 20+ B2B tech and fintech companies including Yousign, Mention, Curecall, Quantam, and Skywise (via TBWA agency). Execute full-funnel demand generation across email automation, LinkedIn, paid social, SEO, content marketing, webinars, and partnerships. Manage budgets ranging from €2K to €450K, delivering qualified lead generation and conversion optimization for SaaS startups and scale-ups.

- ▶ Generated 40-60% increase in qualified leads across client portfolio with average 56% improvement through multichannel campaign execution combining automated email sequences, LinkedIn outreach, and paid social strategies
- ▶ Achieved 4.8/5 client satisfaction rating on Malt across 14 missions, demonstrating consistent delivery of results-oriented marketing campaigns in B2B SaaS environments
- ▶ Reduced customer acquisition cost by 40% across paid channels (Meta, LinkedIn, Google Ads) through data-driven A/B testing, pixel tracking optimization, and budget reallocation based on performance analytics
- ▶ Won €300K contracts with TBWA agency for strategic clients through expertise in conversion optimization and A/B testing methodologies, delivering measurable ROI improvements
- ▶ Developed innovative interactive lead generation tools on Replit achieving 3x higher conversion rates than traditional content, including calculators, generators, and assessment tools for B2B lead capture
- ▶ Achieved 45% organic traffic growth through SEO-optimized content marketing engine producing 36+ pieces, driving qualified inbound leads and brand awareness
- ▶ Built and scaled multiple side businesses generating €42K+ revenue, including €25K+ from lead magnet funnel on System.io and €17K from Demand Generation Bootcamp, demonstrating entrepreneurial growth mindset
- ▶ Achieved 1M+ post reach on LinkedIn through weekly LinkedIn Lives and thought leadership content, establishing authority in B2B demand generation and growth marketing

- ▶ Executed end-to-end webinar production and digital event marketing using Streamyard, Livestorm, and Zoom, educating prospects and generating business opportunities for clients
- ▶ Trained corporate clients with Alfie Formation on marketing and AI topics including Meta Ads optimization, LinkedIn Sales Navigator strategies, and live coding for marketing automation

Chief Marketing Officer at Thread (Acquired Fintech SaaS)

May 2020 – June 2022

Led all marketing, growth, and brand awareness initiatives for B2B fintech SaaS platform serving asset managers, ESG boutiques, and private banks. Developed and executed multichannel growth marketing strategies across SEO, LinkedIn, content, PR, podcasts, webinars, and industry events. Managed €200K marketing budget, built 5-person team, and collaborated closely with Sales and Product teams to align marketing efforts with commercial objectives and product roadmap for company achieving €1M ARR.

- ▶ Scaled user base by 4x in 18 months, increasing qualified inbound leads by 300% through integrated multichannel growth strategy combining SEO, B2B social media marketing, content, and strategic partnerships
- ▶ Doubled annual recurring revenue with +117% growth using €200K marketing budget, optimizing funnel performance and maximizing ROI through data-driven campaign management and conversion optimization
- ▶ Contributed directly to successful acquisition by major French asset manager through brand positioning, market presence, and demonstrated growth trajectory
- ▶ Built and managed 5-person marketing team including designer, editor, 2 sales managers, and community manager, fostering cross-functional collaboration between Marketing, Sales, and Product teams
- ▶ Led Thread's presence at 6+ leading fintech conferences, securing speaker slots and sponsorships that increased brand awareness and generated qualified leads in target B2B segments
- ▶ Implemented marketing automation and CRM workflows using HubSpot, enabling lead scoring, nurture campaigns, and sales enablement that improved conversion rates and sales efficiency
- ▶ Developed comprehensive 3-year marketing strategy combining inbound and outbound approaches, positioning Thread for sustainable growth and market leadership in fintech SaaS space
- ▶ Conducted market research and product marketing initiatives with Product Marketing Manager, refining positioning, messaging, and pricing strategies based on customer insights and competitive analysis
- ▶ Crafted compelling messaging for investor decks and supported strategic fundraising efforts, translating marketing performance into investment narrative

Growth Manager at Impactfull (B2B SaaS Marketplace)

June 2021 – June 2022

Led customer acquisition and conversion optimization for technology services marketplace, executing multichannel growth marketing strategies across SEO, PPC, paid social, email marketing, and lifecycle campaigns. Managed €240K annual marketing budget and collaborated with Product, Commercial, and Operations teams to ensure growth initiatives aligned with business objectives and product development priorities.

- ▶ Scaled multichannel acquisition delivering 170% increase in qualified leads from 2,100 to 5,670 monthly through integrated campaigns across SEO, Google Ads, Meta, LinkedIn, and email marketing
- ▶ Optimized conversion funnel across booking journey achieving 68% improvement in booking-to-purchase rate through systematic A/B testing, user experience enhancements, and personalized recommendations
- ▶ Managed €240K annual marketing budget across SEO, PPC, paid social, and lifecycle campaigns, continuously optimizing spend allocation based on performance analytics to maximize ROI
- ▶ Increased repeat bookings by 32% through retention program implementation using CRM workflows, lifecycle marketing automation, and personalized engagement strategies
- ▶ Achieved Top 3 SEO rankings for 8 high-intent keywords through comprehensive SEO strategy, driving 45% of organic traffic and reducing dependency on paid acquisition channels
- ▶ Built content marketing engine producing 36+ pieces that drove significant organic traffic growth and established thought leadership in target market segments

- ▶ Led growth experimentation program testing booking flow optimizations, landing page variations, and personalized recommendations, implementing data-driven improvements based on test results
- ▶ Maintained 4.9/5 customer satisfaction rating during rapid scaling phase, balancing aggressive growth targets with exceptional customer experience

Sales & Marketing Manager at Achylles (Consumer Fintech Platform)

July 2019 – April 2021

Owned end-to-end growth and customer acquisition for consumer financial services platform, executing data-driven marketing strategies combining SEO, content marketing, strategic partnerships, and referral programs. Led team of 3 specialists (Tech, Marketing, Banking) and managed complete customer journey optimization from acquisition through retention.

- ▶ Generated €250K+ in direct revenue through personal client portfolio management and multichannel growth initiatives, demonstrating ability to drive measurable business outcomes
- ▶ Established 12+ strategic partnerships expanding market reach and reducing customer acquisition costs through affiliate marketing programs and co-marketing initiatives
- ▶ Achieved #1 SEO ranking for 'prêt immobilier freelance' and related high-intent keywords, driving qualified organic traffic and establishing market authority
- ▶ Generated 69 successful mortgage approvals in under 12 months through optimized conversion funnel and sales process improvements
- ▶ Built customer journey optimization system improving retention and lifetime value through data analysis, personalized engagement, and lifecycle marketing
- ▶ Maintained 4.9/5 customer satisfaction while leading team of 3 specialists, balancing user experience with revenue optimization and growth targets

CEO & Founder at Achylles

January 2019 – May 2020

Founded and led digital lending platform startup, combining CEO responsibilities with hands-on growth marketing execution. Developed overall company strategy, managed investor relations, and oversaw product development and go-to-market execution from ground up.

- ▶ Secured €300K seed funding from business angels and French government, demonstrating ability to articulate vision, build investor confidence, and execute fundraising strategy
- ▶ Led all aspects of company strategy, product development, go-to-market execution, and team building for fintech startup in competitive lending market
- ▶ Built consumer financial services platform from concept to market launch, managing cross-functional initiatives across product, marketing, sales, and operations

Sales Trader at Crédit Agricole CIB

June 2017 – May 2019

Executed trades across fixed income, FX, and structured products for institutional clients in London investment banking division. Developed risk monitoring tools using Python and VBA, delivered daily market briefings, and managed high-value client relationships requiring analytical rigor and clear communication.

- ▶ Managed FX swaps strategies reducing funding costs with annual savings of €1M, demonstrating data-driven optimization and quantitative analysis capabilities
- ▶ Contributed to €500M+ quarterly trading volume while maintaining high client retention and satisfaction scores through relationship management and strategic insights
- ▶ Developed risk monitoring tools using Python and VBA for Multi-Asset trading activity, applying technical skills to automate processes and improve decision-making

- ▶ Delivered daily market briefings and strategic recommendations to HNW and institutional accounts, honing communication skills in high-stakes English-language environment

Business Analyst at Safran Group (Industrial Placement)

September 2016 – September 2017

Supported sales and business development initiatives for aerospace B2B marketplace, analyzing customer journey data and managing end-to-end sales process. Led marketing team to produce content including ebooks, webinars, and podcasts while developing automated multi-channel outreach campaigns.

- ▶ Implemented automated lead generation system increasing pipeline by 170% through multi-channel outreach campaigns combining email, content marketing, and sales automation
- ▶ Achieved 68% sales conversion improvement through process optimization, friction point identification, and systematic testing of sales approaches
- ▶ Led marketing team to produce engaging content including ebooks, webinars, and podcasts that educated prospects and generated qualified leads in B2B aerospace market

TECHNICAL EXPERTISE

GROWTH MARKETING & ACQUISITION

Multichannel Growth Strategies, B2B SaaS Marketing, Demand Generation, Conversion Optimization, Lead Generation, Customer Acquisition, Funnel Optimization, A/B Testing, Performance Marketing, Account-Based Marketing, Lifecycle Marketing, Growth Hacking, Interactive Lead Magnets

DIGITAL MARKETING CHANNELS

SEO/SEM, Email Marketing, LinkedIn Marketing, Meta/Facebook Ads, Google Ads, Twitter/X Marketing, YouTube Marketing, Content Marketing, Webinar Marketing, Partnership Marketing, Referral Programs, Paid Social Advertising

MARKETING TOOLS & PLATFORMS

HubSpot, Pipedrive, Salesforce, Google Analytics, GTM, Hotjar, SEMrush, Mixpanel, Smartlead, Instantly, La Growth Machine, Lemlist, Walaaxy, Google Ads, Meta Business Manager, LinkedIn Campaign Manager, Streamyard, Livestorm, Zoom, Zapier, Make, System.io

TECHNICAL & ANALYTICS

Marketing Automation, CRM Workflows, Data Analytics, Performance Tracking, Lead Scoring, Python, VBA, Quantitative Analysis, Risk Analysis, Replit Development, ChatGPT, Figma, Canva, Webflow, WordPress

EDUCATION

MSc in Investment & Quantitative Finance

EM Lyon Business School

2017 – 2018

Focus: Financial markets, risk management, quantitative analysis. Developed data-driven analytical mindset and performance optimization expertise applicable to growth marketing metrics and ROI maximization.

Master in Business Engineering

IAE Paris-Est

2016 – 2017

Focus: Business performance analysis, negotiation, sales strategy. Built foundation for cross-functional collaboration and strategic business thinking.

Bachelor in Thermal Engineering & Energy

UPSSITECH, Université Paul Sabatier

2011 – 2016

Focus: Applied mathematical modeling, energy optimization. Developed systematic problem-solving approach and analytical rigor.

ADDITIONAL STRENGTHS

Languages

English: Fluent/Professional proficiency (TOEIC 900/990), comfortable working fully in English with international teams and U.S. market focus

French: Native speaker

Certifications & Training

TOEIC Score: 900/990 demonstrating professional English proficiency for U.S. market expansion

Alfie Formation: Certified Corporate Trainer on Marketing and AI Topics including Meta Ads, LinkedIn Sales Navigator, and marketing automation

Demand Generation Bootcamp: Creator and instructor of bootcamp for B2B marketers, generating €17K revenue

Thought Leadership & Publications

Author: 'The Demand Generation Revolution: Stop Chasing Customers, Start Attracting Them!' establishing authority in B2B growth marketing

LinkedIn Live Host: Weekly shows achieving 1M+ post reach, educating audiences on demand generation, growth strategies, and marketing innovation

Corporate Trainer: Alfie Formation instructor teaching Meta Ads optimization, Sales Navigator strategies, and live coding for marketing automation

Startup Ecosystem Experience

Station F Ecosystem: Worked with multiple Station F-backed startups as growth marketing consultant, understanding accelerator dynamics and rapid scaling requirements

Microsoft GenAI Studio: Gained exposure through client work with AI-powered startups, understanding GenAI product marketing and positioning

NVIDIA Startup Program: Familiar with GPU-accelerated AI startup ecosystem through consulting engagements with tech companies

Awards & Recognition

4.8/5 Client Satisfaction: Malt platform rating across 14 missions demonstrating consistent delivery of results in B2B SaaS growth marketing

3rd Prize of Eloquence: La Croisée des Talents 2017, showcasing communication and presentation skills

1st Prize of Digital Project: La Croisée des Talents 2017, demonstrating innovation and digital marketing expertise