



# Oumar NDIAYE

Head of Growth and Demand Gen

Growth leader with a passion for tech, product innovation, and scaling sustainable revenue.

I bring hands-on experience driving go-to-market strategy, performance marketing, and cross-functional growth in fast-paced startup environments. With a strong foundation in AI tools and marketing automation, I specialize in building scalable systems that deliver measurable impact. Now looking to join an ambitious, innovation-driven team where I can turn growth strategy into real business results.



## CONTACT

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## CAREER SUMMARY

**Professor in Growth Marketing & Analytics – Epitech** Sep 2024 - May 2025



**Outline:** Taught Growth Marketing and Analytics to Master's students, sharing real-world experience. Covered topics including acquisition strategies, PLG tactics, funnel optimization, and data-driven experimentation.

**Head of Growth Marketing– Forest Admin**

Feb 2023 – Dec 2024

Forest Admin



**Outline:** As Head of Growth Marketing at Forest Admin, I led user acquisition, activation, and retention strategies to drive sustainable product-led growth and optimize the full user lifecycle.

### Key Responsibilities :

- Led market research to define ICP, buyer personas, and journeys
- Developed and executed growth strategy with clear KPIs
- Managed multi-channel acquisition (paid, organic, outbound, partnerships, social)
- Implemented and optimized onboarding workflow, lead nurturing, and in-app messaging to boost self-service
- Managed and mentored a 4-person marketing team
- Drove continuous growth through A/B testing and experimentation

### Key achievements :

- Generated 250 signups/week, converting 10% to SQLs and 20% to PQLs

**Founder & CEO - Studymapper**

Sep 2019 - Nov 2022

Studymapper



**Outline:** I built Studymapper, an innovative edtech platform that connects students, schools, and companies in one click.

### Key Responsibilities :

- Co-led product development: defined specs, wireframes, and tech stack with CTO
- Conducted market research to craft strong brand positioning and messaging
- Defined GTM and early-stage growth strategy
- Built and executed B2B/B2C acquisition across SEO, Social, and Paid Channels
- Managed a cross-functional team of 13 (Tech, Marketing, Sales, Ops)
- Set up operational and analytics infrastructure for marketing and sales

### Key Achievements :

- Raised €210K from business angels
- Generated over €1M in revenue within 3 years

## CORE SKILLS

Go to Market Strategy



Sales & Marketing Management



Data Analysis



Market Analysis



Product Management



Marketing acquisition & Demand Generation



Marketing Automation



Growth & Performance Marketing



Content Marketing



Communication & PR



AI tools & Low-code/no-code



Blockchain & Cryptocurrencies



Python, Sql



## SOFT SKILLS

- Leadership
- Communication/ Public Speaking
- Teamwork
- Creative and Innovative Thinking
- Adaptability/ Flexibility
- Problem solving
- Ethics and Integrity
- Accountability and Ownership
- Coaching and mentoring
- Development and Continual learning (Kaizen spirit)
- Quality-oriented

## Traffic Manager & Growth Consultant – *Lalaleads* Oct 2019 - March 2020

### Lalaleads\_

**Outline:** Worked with a growth and demand generation agency focused on scaling SaaS startups.

#### **Key Responsibilities :**

- Managed €500K/month ad budget across Google Ads, Adroll, and RTB platforms.
- Optimized acquisition funnels with paid media, landing pages, lead magnets, and nurturing flows.
- Improved ROAS and lead quality through real-time bidding strategies.
- Delivered insights via custom dashboards (GA, GTM, Data Studio).
- Supported content strategy to boost lead gen and funnel efficiency.

#### **Key achievements:**

- Drove 50% revenue growth from existing clients by scaling high-performing campaigns and optimizing conversion paths

## Head of Growth Marketing - *Bruce.work*

Oct 2017 - Sep 2019

### Bruce

**Outline:** Led the marketing growth strategy in France and Spain in close collaboration with the CEO.

#### **Key Responsibilities :**

- Defined brand positioning and messaging through in-depth market research, identifying ICPs, buyer personas, and customer journeys
- Oversaw website and app redesigns optimized for SEO, ASO, and conversion performance
- Led B2B2C acquisition and retention strategies across paid, organic, and social media channels
- Built and managed a high-impact content calendar and production workflow
- Developed marketing automation workflows, nurturing sequences, and ABM campaigns using HubSpot
- Established analytics frameworks with KPIs, OKRs, and a scalable Tagging Plan to track performance
- Implemented a modern, scalable marketing tech stack and CRM processes
- Recruited, managed, and mentored a 6-person marketing team across multiple functions




#### **Key achievements :**

- Increased monthly website traffic from 4K to 60K in one year
- Doubled talent signups from 100K to 200K in 12 months
- Contributed to revenue growth from €700K to €3.5M in one year, and over €5M the next

## LANGUAGES

- **French & English :**  
(Fluent in speaking and writing)

## REFERENCES

-  **Adrien Moreira – CEO - BRUCE**  
E-mail : [adrien@bruce.work](mailto:adrien@bruce.work)
-  **Kevin Mamode – CEO – Laladeads**  
E-mail : [kevin@lalaleads.io](mailto:kevin@lalaleads.io)
-  **Monika Ambrozowicz - PMM - Forest Admin**  
Linkedin : <https://www.linkedin.com/in/monikaambrozowicz/>

## EDUCATION

**MA in Entrepreneurship - Institut Mines-Télécom Business School**

**Master's Degree in Digital Marketing & E-Business - ESCG Paris**

**Bachelor Degree in BA - American Business School of Paris**

## **Traffic & Project Manager - Adimeo (Ex-Comexplorer ) Sep 2015 - Sep 2017**



**Outline:** Joined at inception and helped scale the agency. Led cross-channel growth projects for key accounts like Contentsquare and Spendesk, serving as strategic lead.

### **Key Responsibilities :**

- Led marketing audits, brand positioning, and GTM strategies for B2B SaaS clients
- Managed paid acquisition across Google, Bing, LinkedIn, Meta, and X to drive qualified leads
- Developed and executed SEO and social media strategies
- Defined content strategy and oversaw editorial and creative production
- Led end-to-end website redesigns, including UX workshops and scope validation
- Handled CRM and marketing automation migrations (HubSpot, Marketo, Salesforce)
- Served as client-facing lead for workshops, webinars, and strategic presentations
- Delivered actionable insights through weekly and monthly performance dashboards

### **Key achievements :**

- Created a predictive lead forecasting tool with 90%+ accuracy, improving sales readiness and campaign planning
- Contributed to agency growth from \$150K to \$1.5M in turnover in 18 months
- Helped scale the agency from a solo founder to a 10-person team and a 40+ client portfolio



## TECH & MARKETING STACK

- **CRM:** HubSpot, Salesforce, Pipedrive, Zoho CRM, Plezi
- **Marketing Automation Tools:** HubSpot, Pardot, Marketo,
- **Growth Tools:** Lemlist, Phantombuster, Outreach,
- **Paid Acquisition Stack:** Google Ads, Bing Ads, LinkedIn Ads, Meta Ads, X ads, Snapchat Ads, TikTok Ads
- **SEO, Competition & Audience Tools:** SemRush, Ahrefs, Similarweb
- **Google tools:** Google Analytics, Google Search Console, Google Tag Manager, Google Looker Studio,
- **Project Management:** Clickup, Assana, Trello, Jira
- **CMS:** Hubspot COS, WordPress, Webflow, Ghost
- **Data tracking, Analytics & BI:** Mixpanel, Power BI, Tableau, Metabase, Amplitude, Segment, Adjust, Branch, SQL
- **No-Code/Low-code, AI tools:** n8n, Make, Zapier, OpenAI, Anthropic, Perplexity, Jasper