



# Bilel Naffeti

Innovation and Growth Manager

La Marsa, Tunisia

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LinkedIn

Behance

## Tools

- Figma
- Framer / Webflow
- Project management tools
- Adobe Suite
- Canva
- Survey and research tools
- SQL | Power BI

## Skills

- Project Management
- Market research
- Lead Generation
- Content Creation
- Web design
- SEO

## Experience

### Kdayes ● Marketing & Business developement

| Kdayes 2024

- Worked closely with product managers, developers and other stakeholders to refine and implement business decisions.
- Improved the product design & experience through comprehensive user and competitor research
- Implemented innovative Go-To-Market strategies to launch the new product successfully

### Solyntek ● Business Development intern

| Solyntek Jan 2023 -juin 2023

- Pinpointed lucrative client segments and growth opportunities for Solyntek.
- Implemented targeted lead generation strategies, enhancing the quality of the sales pipeline.
- Established the online presence and visibility of solyntek by working on the social media and web content .

### Graines ● Intern

| Graine d'entrepreneur July 2021 -Aug2021

- Market Research to identify best practices and growth opportunities
- Content Creation

## Education

### 2022-2024 ● Master Degree : Digital Management and Innovation

Higher School of Economics and Commercial Sciences of Tunis (ESSECT)

### 2019-2022 ● Bachelor Degree : Business Administration

Higher School of Economics and Commercial Sciences of Tunis (ESSECT)

## Volunter Experience

### ● Project Manager

Rotaract Club ESSECT | 2020 - 2022

I led and executed high impact events. This included event planning, resource allocation, and cross-functional team coordination

## Certifications

- Google - Fundamentals of digital marketing
- OpenClassrooms - Agile Project Management and Scrum
- Udemy - Complete Figma Megacourse: UI/UX Design Beginner To Expert
- Udemy - Complete C Programming Course - C Language for Students