Lotfi TBER

Digital Marketing Manager — Strategy, Growth, Data & Content

⦿ Europe — ✉ lotfi-tber@outlook.com — 📞 +33 6 13 13 47 13 — in LinkedIn — 🌐 Portfolio

Digital Marketing Manager leading **end-to-end digital strategies** in **B2B, international and multi-brand environments**. Strong focus on **growth, content ecosystems, performance analytics and automation**, with proven ability to coordinate Product/IT/markets/agencies and deliver **scalable, data-driven initiatives** across After-Sales and Marketplace contexts.

Professional Experience

Digital Marketing Manager — After-Sales & Marketplace
France — Since 2024
Grenoble Group / Terrako — Kubota Group

- Own and lead the **global digital strategy** for the After-Sales department and Terrako B2B marketplace.
- Translate technical After-Sales topics (maintenance, genuine parts, service kits, safety) into **social-first, conversion-oriented content** adapted to multiple channels.
- Oversee and optimize core levers across the funnel: **SEO, UX, paid media (Google Ads / Meta), social media, content strategy and analytics**.
- Drive SEO and UX improvements (audits, SEMrush, GSC, on-page structure), contributing to **+20–30% estimated organic traffic growth**.
- Design and deploy **multi-market social campaigns** (organic & paid), standardizing formats, messages and CTAs while ensuring quality control.
- Develop short-video and social-first storytelling (Reels, POV, event-based formats) linking **field usage, reliability and genuine parts**.
- Lead Terrako's **editorial and marketplace positioning**: content pillars, platform-first methodology and dealer-oriented value proposition.
- Build scalable operating tools: Google Sheets content system (calendar, slots, UTM), reusable caption/prompt generators and Canva templates.
- Implement a clear collaboration workflow with UK teams (Trello: To Do → Review → Approved → Published).
- Optimize **product pages end-to-end** (UK SEO, conversion structure, technical reliability, FAQs, reassurance elements).
- Develop an **automated GA4 → PowerPoint reporting pipeline (Python)** for weekly, decision-ready performance reviews.

Digital Project Manager
Paris — 2022–2023
Bridgestone EMEA

- Supported EMEA digital execution across 15+ markets: cross-team/agency coordination, localization and journey consistency.
- Contributed to acquisition and conversion initiatives: SEO support, landing page optimization, UTM tracking and KPI reporting.
- CRM exposure (Salesforce): segmentation support, opt-in campaigns and performance follow-up with stakeholders.

Social Media Project Manager
Paris — 2021–2022
Yves Rocher

- Coordinated international social media activities across 20+ markets: planning, guidelines and brand consistency.
- Performance analysis (reach, engagement) and insights sharing to optimize content efficiency across markets.

Education

KEDGE Business School — MSc Digital Marketing & Data (2022-2023) **HEC Liège** — MSc Strategic Marketing (2020-2022) **ENCG Settat** — MSc Marketing and Sales (2017-2022)

Key Skills

Growth & Performance: SEO · GA4 · Looker Studio · Google Ads · Meta Ads · CRO · UTM

Content & Social: Content Strategy · Copywriting · Reels/Short video · Canva · Photoshop · Premiere Pro · CapCut · Sprinklr · Hootsuite

Ops & Analytics: SEMrush · GSC · Dashboards · Python Reporting · Trello · Stakeholder Mgmt · Multi-market

Languages: French (native) · English (fluent) · Italian (basic)