



Lotfi TBER

Digital Marketing Manager — Strategy, Growth, Data & Content

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Portfolio

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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

Kverneland 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)**