



Wael Gharbi

Full Stack Marketer

With 7 years in strategic, digital, and operational marketing, I specialize in lead generation, automation, and market research. Serving 20 clients as a freelancer, I've generated over 100,000 leads across diverse industries. My approach merges data-driven strategy, hands-on execution, and a results-focused mindset to deliver impactful marketing solutions and measurable growth.

CONTACT

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SKILLS

- Digital Marketing
- Growth Hacking
- Lead Generation
- Paid Ads
- Content Creation
- Automation Marketing
- Sales Optimization
- Market Research
- Business Analysis
- CMS Development
- Design & Video Editing

LANGUAGES

- English (C1)
- French (C1)
- Turkish (A2)
- Arabic (Mother Tongue)

REFERENCES

Zsena Kali

Awake Loka / CEO

Phone: +44 7747 041066

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Youssef Ibrahim

Zina Tech / DIR

Phone: +972 52 868 1331

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Haifa Saaf

Ladybio / CEO

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WORK EXPERIENCE

FULL TIME FREELANCER

01/2023 - 09/2024

- **Marketing Consultant** - Awake Loka (06/2024 - 09/2024)
- **FX Lead Generation** - Daman Markets (04/2024 - 08/2024)
- **Market Researcher** - Zina Technology - (03/2024 - 08/2024)
- **Paid Ads Specialist** - SCK Representation (07/2023 - 12/2023)
- **Attendee Acquisition** - MÜSİAD Vizyoner (05/2023 - 11/2023)
- **Marketing Consultant** - WAW Lifestyle (01/2023 - 06/2023)

MARKETING MANAGER & MARKET ANALYST

SRMED DEUTSCHLAND GMBH 01/2022 - 01/2023 (Istanbul, Türkiye)

- Developed strategic marketing plan based on extensive market research findings.
- Launched lead generation campaigns, multiplying the lead base by 9.
- Led client meetings that successfully converted 3 leads into active clients.
- Deployed Oracle Eloqua system to fully automate sales processes.

HEAD OF MARKETING

LADYBIO 07/2020 - 12/2021 (Sousse, Tunisia)

- Managed social channels, growing followers from 1K to 20K across all platforms.
- Developed social content, including reel scripts, boosting sales by 135%.
- Negotiated partnerships with influencers to enhance brand visibility and engagement.
- Established an effective automation system using Salesforce and WooCommerce.

DIGITAL MANAGER & COLUMNIST

KNOOZ FM 08/2018 - 06/2020 (Sousse, Tunisie)

- Developed compelling and engaging content for various web and social platforms.
- Conducted in-depth analysis of digital engagement and radio web listener metrics.
- Hosted a daily sports column, successfully fostering a community of 10,000 listeners.
- Co-produced a sports show, providing live football commentary and interviews.

CONTENT CREATOR & COLUMNIST

SOUSSE FM 05/2015 - 05/2017 (Sousse, Tunisie)

- Actively managed editorial tasks and created engaging content for the website.
- Conducted thorough keyword research and generated comprehensive web reports.
- Oversaw and optimized the brand's social media channels to increase engagement.
- Hosted daily sports podcasts and co-produced the morning show.

EDUCATION

Master INNOVATION, BUSINESS AND SOCIETY

University Paris-Saclay 09/2024 - Current

Master BUSINESS ADMINISTRATION

Istanbul Okan University 01/2022 - 08/2023

Bachelor MARKETING

Institute of Higher Commercial Studies of Sousse 09/2018 - 06/2021