



ARTHUR D'HAUSEN

Growth Marketing Expert (BtoB)

I help you drive your growth strategy and lead the operational execution of your campaigns.

CONTACT ME

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ABOUT ME

Born in 1991,

I am French,

I live in PARIS 19e.

I speak, write and read:



MY SKILLS

Marketing Automation

Analytics & CRM

Test & Learn experiments

SEO / GEO / Inbound

SEA / Outbound

E-mailing & Communication

Front-end Developpement

AI tools and AI Agents

FIND ME HERE



Specialized in Growth Marketing, I have 10 years of experience in B2B. I've had the opportunity to support various startups with their acquisition and growth strategies. After 5 years as a freelancer, I'm now looking for a new challenge. Check out [the details of my experiences, skills, and successes here.](#)

MY EXPERIENCE

2020 – 2025 → **Growth Marketing Expert - Freelance.**

ARTEFACT (3 years) – Full-time, structuring marketing processes, CRM setup, acquisition and growth strategy across 20 countries.

BASEFORMUSIC (3 months) – Analytics dashboards, event tagging, and overhaul of email & SMS nurturing flows on Customer.io.

STOREFRONT (3 years) – Product Growth Manager – SaaS platform optimization & strategy: A/B testing and automation.

HAMMEL (1 month) – Growth Marketing consulting & strategy.

DATARECRUTEMENT (4 months) – Growth strategy focused on SEO/SEA.

2019 → **Responsable Marketing & Growth Hacker.**

B-REPUTATION

2016 – 2018 → **Responsable Marketing & partenariats.**

CORP - AGENCY

2014 – 2016 → **Community Manager / Growth hacker.**

CLEMENTINE

MY STUDIES

2013-2016 : Institut Mines Télécom Business School (*Master degree*).

2010-2013 : CPGE lettres et sciences sociales (*Licence degree*).