



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

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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.

DATA RECRUTEMENT (4 months) - Growth strategy focused on SEO/SEA.

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

B-REPUTATION

2016 - 2018 → **Responsible 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*).