

RYAN DJEBBAR

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CAREER OBJECTIVE

Passionate about digital and technology, I aim to leverage my expertise in digital strategy, traffic acquisition, and data analysis to help ambitious brands grow by driving their performance and online visibility.

EXPERIENCE

Lead Generation Specialist (Freelance) | (Sept. 2024 – March. 2025, Île-de-France (FR))

- Generated qualified leads for **photovoltaic panel installation** via targeted **Meta Ads** campaigns (contract values ranging from €10K to €60K).
- Delivered 100** qualified leads/month, **converting 10–15 into appointments and 4–5 installations monthly**.
- Continuously optimized campaign performance to improve lead quality and conversion rates.

E-Retail Consultant | Artefact | (March. 2024 – July. 2024, Île-de-France (FR))

- Led e-commerce strategies for clients in toys, tools, and glassware industries using behavioral data and **Amazon KPIs**.
- Implemented optimization levers, increasing campaign **ROI by over 20%**.
- Supported the digitalization of sales processes, driving a 15% increase in online sales across 4 international markets.

BtoB Account Manager – Poclain Hydraulics (Feb. 2022 – July. 2022, Wisconsin (USA))

- Sold hydraulic solutions to key clients such as **John Deere** and **Caterpillar**, **generating €3M** in revenue within 6 months.
- Signed and negotiated with 10+ new clients, **expanding B2B portfolio by 15%**.
- Streamlined deliveries and after-sales services, cutting delivery times by 20% and boosting customer satisfaction by 25%.

SKILLS

- Acquisition:** Meta Ads, Google Ads, Amazon Ads
- CRM:** Salesforce, HubSpot
- SEO / SEA:** Google Search Console, SEMrush, Ahrefs
- Email Marketing:** Klaviyo, Mailchimp, automation & nurturing
- Analytics:** Google Analytics, Power BI, Tableau, Looker Studio
- CMS / UX/UI:** Shopify, WordPress
- Other Tools:** Advanced Excel, Office Suite, Notion, Zapier
- Project Management:** Agile, Scrum, Kaizen, Lean, Six Sigma

LANGUAGES

- French:** Native
- English:** Professional working proficiency (TOEIC B2)
- Spanish:** Intermediate (B2)
- Arabic:** Intermediate (B2)

FORMATION

Double Master's Degree – Digital Marketing & Data Analytics

EMLV / IIM Paris – 2022–2024

- Specialized in omnichannel strategies, A/B Testing, and data-driven projects.
- Thesis graded 16/20: *“Implementing AI & emerging tech in logistics and supply chain”*

INSEEC U London (UK Semester) – 2022

- Explored economic, political, technological, and cultural drivers in international relations.
- Engaged in cultural visits and analysis of British political dynamics.

Universidad de Villanueva (Spain) – Intensive Program (50h) – 2021

- Data analysis, Artificial Intelligence, Neuromarketing.
- Focus on fashion & luxury industries in Spain.

Bachelor's Degree – International Business & Strategy

European Business School – 2019–2022

- Courses in international trade, strategic marketing, and project management.