

Walid YOUNSI



Marketing & Digital Strategy Manager

Marketing professional with 5+ years of international experience across Europe, North Africa, and North America (France, Italy, Canada, Algeria). Open to opportunities in dynamic industries to leverage global expertise.

Willing to relocate - Immediately available.



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Paris, France



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PROFESSIONAL EXPERIENCE

Sept 24 – Sept 25

Marketing & Communication Manager

[Sinal Optique](#) (Eyewear & Optics), Paris & Algeria

- Designed and implemented 360° marketing strategies (B2B & B2C) for premium optical lenses.
- Led the launch of Sinal x ZEISS partnership in Algeria with full campaigns (digital, retail activations, PR events) → **+30% partner engagement within 6 months.**
- Managed a marketing team (2 assistants + 1 freelancer), coordinated with top management.
- Developed premium tools: SmartBox & CareBox, authenticity cards, POS materials, product brochures.
- Oversaw marketing budget and performance KPIs.

Aug 23 – Aug 24

Marketing & Customer Experience Executive

[John Paul](#) (Accor Group), Toronto, Canada

- Managed luxury customer loyalty programs for VIP members across 5★ hotels.
- Designed exclusive travel and lifestyle experiences with luxury partners → **+20% customer satisfaction scores.**
- Created personalized communication supports (newsletters, digital offers, targeted campaigns).
- Collected and analyzed client feedback to optimize customer experience.

Feb 21 – Jun 23

Digital Marketing Manager – France

[Colart](#) (Fine Arts Global Brand), Paris, France

- Built and deployed France's digital strategy for leading art brands (Lefranc Bourgeois, Liquitex, Winsor & Newton).
- Managed 360° campaigns: social media, SEO/SEA, influencer partnerships, Amazon marketplace.
- Launched Amazon France flagship store → **conversion rate improved by 18%**
- Produced innovative digital content (tutorials, artist masterclasses, video campaigns).
- Oversaw digital budget and optimized ROI through performance analysis.

Oct 17 – Dec 20

Digital Communication Executive

[CNH Industrial](#) (FIAT Group), Turin, Italy

- Coordinated digital campaigns for automotive launches: social media, CRM, display.
- Managed international communication projects with creative & media agencies.
- Optimized lead generation and increased web traffic for product launches.
- Reported directly to European Marketing Director with KPI-driven analysis.

EDUCATION

Master – Digital Marketing & E-Business

2014–2016

INSEEC Business School

Bachelor – Law, politics & social sciences

2011–2014

Université Paris 1 Panthéon Sorbonne

KEY SKILLS

- Digital Strategy & ROI Marketing
- Product Launches & Brand Positioning
- Customer Experience & Loyalty Programs
- Team Leadership & Cross-functional Collaboration
- Budget Management & Performance Analysis

LANGUAGES

French (native) | English (fluent) | Italian (intermediate) | Arabic (intermediate)

VOLUNTEER EXPERIENCE

Volunteer – Community Support

[Enfants de Shanti](#) – Faridabad, India

March 2020

- Developed and delivered English courses for underprivileged children to improve access to education.
- Initiated and ran awareness campaigns: "Project Smile" (dental hygiene) and "Green Days" (community cleanups).