



CARINE ARMAND

B2B MARKETING & COMMUNICATIONS MANAGER

Over 7 years' experience in digital marketing and communications, mainly in B2B environments. Used to owning the full marketing scope independently, from strategy definition through to hands-on delivery: content, website, SEO, email marketing, social media, acquisition, events and performance tracking. Comfortable working with executive teams, sales teams, clients and external providers.

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CORE EXPERTISE

MARKETING & ACQUISITION

Marketing strategy · B2B lead generation · Google Ads · LinkedIn Ads · Meta Ads · SEA · A/B testing

CRM & AUTOMATION

HubSpot · Brevo · Make · n8n · Airtable · Email marketing · Nurturing · Segmentation · Lead qualification

AI & PRODUCTIVITY

ChatGPT · Claude · Gemini · NotebookLM · Flora.ia · Kling · Seedance

DIGITAL & SEO

WordPress · Landing pages · SEO · Search Console · Semrush · Screaming Frog · Conversion funnels

DATA & PERFORMANCE

GA4 · Looker Studio · Power BI · Python · KPIs · ROI · Performance analysis

CONTENT & DESIGN

Content marketing · Storytelling · B2B social media · Figma · Canva · Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER & MARKETING — AUTOUR DU PIC

Jul 2025 – Present

- Building a B2B digital ecosystem for businesses across the 36 municipalities of the Grand Pic Saint-Loup area.
- Growing the visibility of local businesses and economic stakeholders.
- Content creation and distribution.
- Running a B2B newsletter.
- Organising and promoting events.
- Building and optimising a digital platform.
- Performance and usage analysis.

DIGITAL MARKETING & COMMUNICATIONS MANAGER — OPTIMWATT

Aug 2023 – Jul 2025

- Definition and roll-out of the B2B marketing and communications strategy.
- Content production: articles, newsletters, sales collateral, web and social media content.
- WordPress site management: content, SEO, landing pages and user journey optimisation.
- Email campaign management and contact segmentation.
- Visibility and acquisition growth among professional prospects.
- Social media management and performance tracking.
- Organisation and coordination of marketing and event activities with sales teams and partners.
- Creation of communication materials and coordination of external providers.
- KPI tracking and dashboard implementation.
- Implementation of automations using Make, Airtable and AI tools.

B2B DIGITAL MARKETING & ACQUISITION MANAGER — GLOBBZ

Sep 2020 – Jul 2023

- Definition and roll-out of the B2B acquisition and communications strategy.
- Lead acquisition and qualification among companies likely to subscribe to the platform's offers.
- Editorial and sales content creation.
- SEO, SEA, newsletter and social media management.
- Creation and optimisation of landing pages and conversion funnels.
- Analysis of traffic, leads and marketing performance.
- Coordination with sales teams, developers and external providers.
- Contribution to structuring marketing tools and processes.

PROFESSIONAL
EXPERIENCE

E-COMMERCE & DIGITAL MARKETING OFFICER — AZURDO, APPRENTICESHIP Sep 2019 – Sep 2020

- Structuring the digital strategy: acquisition, visibility and performance.
- Social media creation and management.
- Writing web content, newsletters and communication materials.
- Running Google Ads and Social Ads campaigns.
- SEO optimisation and performance tracking.
- Redesign of the PrestaShop e-commerce site.
- Creation of a WordPress website.
- Analysis of traffic, conversions and ROI.

DIGITAL MARKETING & WEB CONSULTANT — FREELANCE Since 2017

- Supporting small and medium-sized businesses with their marketing and communications strategy.
- Recommendations and action plans tailored to client objectives.
- Creation and management of WordPress and other CMS websites.
- SEO optimisation and improved site visibility.
- Writing articles, web pages, newsletters and sales materials.
- Creation of digital and visual assets.
- Set-up of email campaigns and automations.
- Requirements gathering and writing of specification documents.
- Coordination with clients, providers and technical partners.

ADDITIONAL
EXPERIENCE

Municipal Councillor — Saint-Mathieu-de-Trévièrs Since 2026
Digital Marketing, SEO & WordPress Trainer — Oreegami, Montpellier 2021 – 2023

EDUCATION

BUSINESS ANALYST — 2025-2026 Mines Paris – PSL Executive Education / Liora	DATA MARKETING MANAGER — 2025-2026 DataScientest
MBA, PRODUCT & MARKETING MANAGEMENT — 2025 ESG / Studi	NO-CODE PRODUCT BUILDER — 2025-2026 Studéria
OPERATIONAL SALES & MARKETING MANAGEMENT — 2020 WIS, Montpellier	BACHELOR'S DEGREE, DIGITAL PROJECT MANAGEMENT — 2020 WIS, Montpellier
WEB & MOBILE WEB DEVELOPER — 2020 WIS EPSI, Montpellier	WEB DESIGNER — 2019 Objectif 3W + internship, Montpellier
ADVANCED DIPLOMA, PROPERTY MANAGEMENT — 2003 IFCE-FNAIM, Lattes	

DIGITAL
TOOLBOX

ACQUISITION	Google Ads · LinkedIn Ads · Meta Ads · SEA · A/B testing
SEO & PERFORMANCE	SEO · Search Console · Semrush · Screaming Frog
CRM & AUTOMATION	HubSpot · Brevo · Make · n8n · Airtable
WEB & CMS	WordPress · PrestaShop · Shopify · Landing pages · Vibe coding
DATA & ANALYTICS	GA4 · Looker Studio · Power BI · Python
AI	ChatGPT · Claude · Gemini · NotebookLM · Flora.ia · Kling · Seedance
CONTENT & DESIGN	Figma · Canva · Adobe Creative Cloud