Alexandre Belkowski

GTM Engineer & Full-Funnel Growth Lead

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I build revenue engines: the outbound infrastructure, data flows and AI agents that turn a target market into pipeline. 15 years across digital agencies (Montreal, Lyon), a franchise network and a B2B infratech gave me both sides: the brand and business sense of a marketing lead, and the hands-on build skills of a GTM engineer. Bilingual English / French.

EXPERIENCE

Growth (GTM & RevOps) · ORIS Materials Intelligence · Lyon — Oct 2024 – Present

AI infratech company focused on sustainable transport infrastructure.

- Built the multichannel outbound engine from scratch (5 LinkedIn accounts, 40 mailboxes, 15 domains) on Clay, Apify, HeyReach, Smartlead, Make and HubSpot, covering 7,700+ accounts.
- Reached 17,000+ leads on LinkedIn at a 25% reply rate and 28% acceptance rate, generating 300+ interested leads in 12 months. An event-speaker play hit a 60% reply rate.
- Built Claude Code agents for deal, MQL and pipeline reporting (~20h saved per month), HubSpot-triggered meeting prep (30 min saved per meeting) and Clay enrichment (15 min saved per lead).
- Structured HubSpot as the single source of truth (lifecycle, scoring, routing, attribution). Marketing channels source more than a third of attributed pipeline.
- Ran 23 international trade shows and conferences end to end. Produced executive LinkedIn content, email programs, webinars and podcasts for engineers and asset owners.

Head of Marketing & Digital · Vie & Véranda · Lyon — Mar 2020 – Oct 2024

Home-extension manufacturer with a 40-store franchise network: franchise recruitment (B2B) and store sales (B2C).

- Grew network revenue by +50%, tripled MQLs and lifted conversion rate by +40%.
- Led a 4-person marketing team and owned brand strategy, content and PR.
- Ran local and national media mixes: SEM, Meta, LinkedIn, TikTok, Pinterest, display, native, affiliate, national TV, radio, OOH, press and direct mail. Piped native lead forms into the CRM via Make.
- Ran franchise recruitment from the dedicated site to national trade fairs. Digital Communication Award (IREF Franchise & Partenariat, 2023).

Digital Marketing Manager · Vie & Véranda · Lyon — Jun 2017 – Mar 2020

- Built the lead flow end to end: ActiveCampaign PRM with lead scoring and email/SMS automation, connected to the Symfony website, with automated lead routing to 40 franchisees.
- Reached top 3 Google positions on every volume keyword within 3 years, with organic driving 50% of traffic.
- Led 2 website redesigns with UX experts and launched a dedicated franchise-recruitment site.

Agency years · Montreal & Lyon — 2010 – 2017

- **Social Media Consultant, acti** (Lyon, 2014–2017): digital strategy, paid social and executive training. Clients: Michelin, ONLY LYON, ghd, Merial, Fermob, Rhône-Alpes Tourisme.
- **Content & Social Media Strategist, Rouge** (Montreal, 2013–2014): paid social, display and marketing activations. Clients: Desjardins, IRONMAN Mont-Tremblant, Destination Mont-Tremblant.
- **Account Manager, SolutionEXL** (Montreal, 2013): web projects from brief to launch, leading design and development teams and QA. Clients: Reebok, CCM Hockey, Vidéotron.
- **Web Coordinator, Commun** (Montreal, 2010–2012): web and app projects, social, email and analytics. Agency work won 8 Boomerang awards, including 5 Grand Prix. Clients: Loto-Québec, Conseil des arts de Montréal.

Earlier (2008–2011): communications, PR and journalism roles in Montreal, plus a marketing internship at Wunderman Dubai on the Microsoft Middle East & North Africa account.

SKILLS

GTM & Outbound	Clay, Apify, Prospeo, HeyReach, Smartlead, Lemlist, cold email infrastructure, ABM
RevOps & Automation	HubSpot, ActiveCampaign, Make, Claude Code, Git, GA4, GTM / sGTM, Fireflies
Acquisition	Google Ads, Meta, LinkedIn, TikTok and Pinterest Ads, display, native, affiliate, TV / radio / OOH, events
Content & Brand	Positioning, copywriting, PR, executive content, podcasts, webinars, SEO / AEO (GSC, Ahrefs, Semrush), Descript, Canva, Livestorm

EDUCATION, LANGUAGES & AWARDS

Graduate Diploma in Management, Internet Business · McGill University · 2011–2013

B.A. Communication · Université de Montréal · 2008–2011

Advanced Growth Hacking · Mantra (ex-GrowthMakers) · 2024

Languages: French (native), English (bilingual), Spanish, Russian, Arabic (elementary)

Awards: Digital Communication Award, IREF (2023) · Best Verandas Trophy (2023–2024) · 8 Boomerang awards, Infopresse (agency work, 2011–2012)