

Pierre Filippi

CRM & marketing automation freelancer

Available January 2027 · freelance, 6–12 months+

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next.fullstackmarketing.eu

Five years at Proximus in B2B growth and CRM; the last ones running Eloqua journeys from briefing to delivery. I write the code and wire the APIs myself, and use AI daily as a working tool. Now moving to Salesforce Marketing Cloud.

EXPERIENCE

2024 – Dec 2026

CRM B2B campaign manager · Proximus · Eloqua

- Briefing to delivery on my own: journeys, segmentation, HTML templates, forms, trigger programs, reports
- Merged email journeys and lead creation into one flow
- Automated a loyalty communication chain end to end
- Front-runner: industry visuals from n8n and an image model, pushed as dynamic content via the Eloqua API
- Built a competitor device-price monitor with a daily email alert, saving its main user ~5 h/week

Jan 2022 – 2024

Growth marketer · Business Booster · Proximus

- Business Booster: free online-visibility audit and improvement tool for small businesses
- Ran campaign experiments, one-to-one and paid on Facebook
- Built landing pages and personalised email communications

2015 – 2021

Performance marketing · Space SA · Universem · Koalaboox

- SEA & programmatic at Space SA: Samsung, Spadel, 20+ accounts
- Head of Online Advertising at Universem; speaker at Paris Retail Week and Automation Summit
- Digital Marketing Manager at Koalaboox: automation, tracking, C-level dashboards, A/B tests, lead gen

2007 – 2015

Design roots · Freelance & Assar Architects

- Freelance 3D artwork and motion design
- CG perspectives for major real-estate projects with Assar Architects

SKILLS & LANGUAGES

CRM & automation
Eloqua · Journeys · Segmentation · Lead management · Reporting

Build
HTML/CSS email · Landing pages & forms · APIs · Python · n8n

Creative
Photoshop · 3D · Motion

Performance
SEA · Paid social · Analytics · Tag management · A/B testing

AI
Claude Code · Codex · Hermes · Image models

Languages

French native

English full professional

Spanish conversational, with a little practice

Dutch I understand it, I do not speak it (passive)

SELECTED PROJECTS

One journey instead of two processes
Email communications and lead creation, rebuilt as single Eloqua journeys instead of two processes.

Loyalty chain on autopilot
The whole loyalty communication chain, automated end to end.

AI visuals per industry, through the API
n8n and an image model generate industry visuals; I push them into Eloqua as dynamic content via the API.

Competitor price monitor
Competitor device-price scraper with a daily filtered price-table alert; about 5 h/week saved for its main user.

Full version online: next.fullstackmarketing.eu

SALESFORCE PATH

I have no hands-on Salesforce experience yet. Here is where I stand and how I am closing the gap. 4 badges earned on Trailhead. SFMC trainings in progress.

In progress, not completed: **Use Developer Languages in Marketing Cloud Engagement** (Marketing Cloud Engagement APIs · Programmatic Languages · AMPscript Solutions).

Education

EPHEC Marketing degree, with distinction 2000 – 2003

European School Brussels II
Secondary school 1992 – 1999

Certifications

Forrester B2B Marketing 2021

Google Tag Manager fundamentals 2021