



ADRIEN Asselineau

HEAD OF GROWTH

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PROFILE

SEO black belt turned AI-native growth marketer. 11+ years across insurance and digital assets, building acquisition funnels, content, and automations end-to-end. Search is being rebuilt around AI - I work on both sides of that shift, and I'm ready to lead growth in-house.

"One of the most SEO-skilled professionals I've worked with." - Julien de Waal, Head of Growth, SwissBorg

EXPERIENCE

Co-Founder & CMO · Screengolfers Jan 2024 – Jul 2026

Conceived and co-founded the #1 indoor golf directory - from market research and naming to business model: B2B lead sales, an affiliate marketplace, and sponsored listings - growing it to 1,600+ venues in 5 countries on zero budget.

Growth Marketing Manager · StackinSat Freelance · May 2025 – Present

Doubled top-10 keyword rankings by leading an SEO migration and launching multilingual SEO from scratch; also built lead magnets, podcast distribution, and newsletter programs.

Lead Growth Marketing · The Big Whale Freelance · Sep 2025 – Jul 2026

Doubled marketing-qualified leads in 10 months by building the entire acquisition funnel - from a B2B website redesign and localization to lead magnets and an outreach automation workflow.

Growth Marketing Consultant · SwissBorg Freelance · Nov 2023 – Jan 2026

Built scalable, AI-driven SEO processes with the Head of Growth, growing non-branded organic traffic and rankings within a limited scope and budget.

SEO Consultant · MAPA Assurances Freelance · Jan 2018 – Present

10x'd organic traffic (2020–2024) via topic clusters spanning 1,000+ pages across 20 target professions; managed a €300k/year Google Ads budget for 5 years, dividing cost per lead by 5.

SEO Consultant · AXA Partners Freelance · Nov 2019 – Dec 2023

Doubled organic revenue via topic clusters spanning 500 pages, localized across 6 languages; hired and managed international freelance writers.

Traffic Manager · Agence42 Aug 2015 – Apr 2019

Managed acquisition for agency clients across SEO, Google Ads, Meta Ads, newsletters, and emailing.

Earlier: SEO Consultant, Bonjour Le Bon & Kelcible (2018–2021) · Marketing Communications Assistant, ARTS Energy (2012–2015)

DETAILS

SKILLS	EDUCATION	TOOLS	LANGUAGES
Full-funnel growth strategy	Bachelor, Marketing EGC · 2012–2015	Claude Desktop / Code	French - native
Paid acquisition (Google Ads, paid social)	Certification ix-SEO · 2018	Make	English - fluent
SEO, GEO & international SEO	Google Ads Search Cert · 2016	Brevo	Portuguese - professional
Technical SEO		La Growth Machine	Spanish - beginner
Marketing funnel building & automation		GA4 / Search Console	Japanese - basics
Email & outreach automation		Ahrefs / SEObserver	
CRO & experimentation			