Chady Mouawad

GTM Engineer · Account-Based Marketing & Demand Generation

Connecting paid media and intent to sales activation and pipeline

Chambéry, France · chady.perso@gmail.com
chadymouawad.com · linkedin.com/in/chady-mouawad-marketing

PROFILE

GTM Engineer focused on B2B industrial markets. I connect paid media, intent data and account scoring to sales activation, so sales teams know which accounts to prioritise and when to act. Background in digital acquisition and entrepreneurship since 2018.

EXPERIENCE

GTM Engineer

2023 – Present

Protolabs | Digital manufacturing | EMEA

- Influenced **€55M in pipeline** across EMEA by connecting account-based programmes, paid media and sales activation.
- Design and run European ABM programmes combining segmentation, personalised content and outbound sequencing, **increasing target-account penetration from 1% to 9%**.
- Own paid social across LinkedIn, Meta and Reddit (**€150K+ annual spend**), from always-on retargeting to global and brand campaign launches.
- Rebuilt account engagement scoring in Factors.ai and connected it to Salesforce, Lemlist and Pardot to trigger sales follow-up on high-intent accounts.
- Run Lemlist for **20 users**, including account managers' campaigns, and standardised execution through GTM playbooks.

Digital Specialist

2021 – 2023

Wminded | Digital web services | France

- Built acquisition and retargeting journeys across Google and Meta, connecting SEO and paid search with conversion optimisation.
- Worked with development and UX/UI teams to improve website performance and align acquisition with the on-site experience.

Founder & Brand Manager

2018 – 2021

Atelier N | Sportswear production | Lebanon

- Built a sportswear brand from concept to commercial operations: positioning, product range, visual identity, pricing and digital presence.
- Led a team of **8 employees** across production, marketing and sales, owning customer acquisition, supplier relationships, product launches and retention.

SKILLS & TOOLS

Strategy	Account-Based Marketing, demand generation, ICP/TAM, account segmentation, account scoring, intent data
Activation	Paid media, retargeting, outbound sequencing, marketing and workflow automation, sales enablement
Tools	Salesforce, HubSpot, Pardot, Factors.ai, Clay, Cognism, Lemlist, LinkedIn Ads, Meta Ads, Google Ads, Reddit Ads

EDUCATION & CERTIFICATIONS

Master's in Digital Management

Voltaire Business School, France

- PMA Go-to-Market Certified: Masters
- Meta Marketing Professional
- Account-Based Marketing Expert
- Claude.ai Marketing Certified Practitioner

LANGUAGES

French · English · Arabic