

Raouf DOUIHECH *Senior SEO & GEO Specialist*



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About me

I'm an **SEO and growth marketing specialist** with eight years of experience, three of them leading marketing at a global B2B company. There, the strategy I built and ran drove **seven-figure revenue growth, +290% qualified B2B leads, and a +51% conversion rate**. I don't chase rankings for their own sake, I build content and acquisition engines that turn organic search into pipeline and revenue.

I also work where search is heading next. I moved early into **GEO and AEO**, positioning brands to show up in AI answers, from Google's AI Overviews to ChatGPT and Perplexity, not just the classic blue links. **AI is part of how I work day to day, from Claude to automation and n8n workflows**, so I ship faster and scale output that used to take a full team.

Professional experiences

DocShipper Group

Marketing Manager

06/2023 – present
Tunisia

I was promoted to lead the marketing department after one year, and tasked with turning around the stagnant inbound lead generation pipeline. I spearheaded the implementation of a comprehensive, revenue-driven and data-backed marketing strategy.

Results:

- 7-figure revenue growth from SEO/GEO
- +290% growth in qualified B2B and B2C leads
- +51% conversion rate

Overview of my tasks:

- Built and led an **AI-first SEO and GEO strategy**, ranking the brand in both Google and AI answer engines (AI Overviews, ChatGPT, Perplexity)
- Led a **22-site revamp** that improved UX, bounce rate, and conversions
- Rebuilt the content engine around the **buyer journey**, from brief to distribution
- **Automated core marketing workflows** with n8n and AI, removing *thousands of hours* of manual production work
- Ran **digital PR campaigns** that secured high-profile media coverage
- Launched a new **social media strategy and B2B paid ad** campaigns
- Built **lead-nurturing email** campaigns to convert pipeline
- Used heatmaps, engagement, and conversion data to continuously refine content and **CRO**

SEO & Content Manager

06/2022 – 06/2023

Tunisia

I joined DocShipper, a global B2B company in logistics and procurement solutions, working with clients across Europe, Asia, and North America.

- Led content production across 11 websites, overseeing strategy, brief creation, writer recruitment, and team development.
- Tracked and analyzed KPIs to optimize content performance across multiple platforms.
- Built and executed comprehensive on-site and off-site SEO strategies.
- Launched a successful digital PR campaign, earning coverage in top-tier media outlets worldwide.
- Managed a team of 10, fostering growth and collaboration.

Freelance, SEO/GEO Consultant

02/2019 – Present

I provide **SEO and GEO consulting** for SMEs and startups, covering **technical audits**, keyword strategy, on-page optimization, and content strategy built to rank, convert, and show up in AI answers.

AJOO : Web-Marketing Agency,

12/2019 – 12/2021

Head of Content (Full Time - 2 years)

Tunisia

- Produced high-quality content pieces across 200+ websites
- Drafted precise **landing page** guidelines for designers and front-end developers
- Recruited copywriters, freelancers and **managed project timelines** for on-time, quality content delivery

Skills

On-page & Off-page SEO, Technical SEO, Copywriting, Data analytics, Lead Nurturing, PR Campaigns, Team Leadership, Marketing Automation, Branding, Field marketing, Project management, Stakeholder Reporting, Generative Engine Optimization (GEO), LLM visibility, Answer Engine Optimization (AEO), Structured Data / Entity SEO, CRO

Tools & Stack

Google Analytics 4 | Google Tag Manager | Google Search Console | Looker Studio | Claude Code | Claude Cwork | Screaming Frog | Wordpress | Semrush | GetResponse | Canva | Hootsuite / Buffer | Big Query | Make & n8n | Python

Languages

French (C2)

English (C1)

Arabic (C1)