

Louey Dridi

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🌐 Portfolio: loueydridi.me

Languages: English (EN), French (FR), Arabic (AR)

Profile

Business Administration student majoring in Information Technology and minoring in Business Analytics, with hands-on experience in B2B sales, international lead generation, market research, SaaS, and AI-powered automation. Experienced in prospecting and qualifying clients, developing partnerships, analyzing market opportunities, and building automated workflows that support business growth and operations. Combining business, analytical, and technical skills with strong communication and problem-solving abilities.

Experience

Growth Engineering Intern, eSteps Health & Mitus AI Jul 2026 – Aug 2026 *B2B SaaS, Lead Generation, AI Automation, n8n, Gemini, Discord, Supabase*

- Conducted international lead generation and outbound prospecting across medical and sports markets, identifying and qualifying prospects according to company-specific Ideal Customer Profiles (ICPs).
- Researched target accounts, market opportunities, competitors, and relevant HealthTech and AI companies to support targeted B2B outreach and business development.
- Designed and developed an autonomous AI growth assistant delivered through Discord, automating prospect research, B2B workflows, and marketing operations.
- Automated LinkedIn, newsletter, and blog content workflows, including scheduling and performance monitoring, while implementing SEO, AEO, and GEO monitoring processes.
- Built automated trend and competitor intelligence workflows with persistent memory and learning loops, enabling the system to retain insights, evaluate new opportunities, and adapt recommendations to company direction and market signals.

B2B Partnership Lead, Declic App Apr 2025 – Mar 2026 *B2B Sales, International Partnerships, Lead Generation, Market Research*

- Led B2B prospecting and partnership acquisition, securing 40+ partners across 7 countries in MENA, Europe, and Africa.
- Researched and qualified potential partners across international markets, identifying target accounts and opportunities for business expansion.
- Developed market-entry approaches based on regional market research, customer needs, and partnership opportunities.
- Prepared and presented partnership pitches, commercial proposals, and outreach materials for external stakeholders.
- Managed partner communication and relationship development throughout the acquisition process.
- Designed and executed growth initiatives that increased platform reach by 160%.

Marketing & Game Content Assistant, WeaveLines Production Oct 2025 – Dec 2025 *Game Content, Copywriting, Content Management, Quality Control*

- Created and curated game content and copy for a quiz-based mobile game, ensuring clarity, engagement, and consistency across categories.
- Wrote and edited copy adapted to different tones, difficulty levels, and target audiences.
- Managed and structured game databases, organizing questions, answers, and metadata for accuracy and scalability.
- Collaborated on content quality control, validating correctness, balance, and gameplay relevance.
- Contributed to user experience through well-structured content and logical progression.

Digital Marketing Intern, 360° Marketing Agency Aug 2024 – Oct 2024 *Digital Marketing, Campaigns, Market Research*

- Supported campaign execution and monitored performance metrics to improve engagement and reach.
- Assisted in content strategy, digital communication, and client account management.

Vice President of Marketing, ATLAS Future Leaders (TBS Chapter) Nov 2023 – Jun 2024 *Marketing Strategy, Partnerships, Events*

- Led marketing strategy for large-scale events including hackathons, bootcamps, and exhibitions.
- Increased audience reach by 7x through strategic content, campaigns, and paid advertising.
- Developed sponsorship documents and B2B proposals for external partners.
- Managed social media platforms and coordinated content production.

Leadership Activities

Marketing Mentor, ATLAS TBS Chapter Sep 2024 – Present

- Supervised the marketing department and ensured content quality across campaigns and initiatives.
- Conducted research to optimize campaigns based on Meta algorithms and performance data.

- Co-managed the 2025 Job Fair, supervising a team of 20 members.

Founding Member, IEEE TBS Student Branch

2025 – Present

- Contributed to project management, event logistics, and initiatives focused on technology and emerging trends.
- Managed the development and ongoing maintenance of the IEEE TBS Student Branch website, overseeing its content, updates, and technical improvements.
- Participated in conferences and technical events while supporting continuous learning in software and technology.

Member, MERIT TBS

Oct 2023 – Jun 2025

- Created marketing content for technology-focused events and contributed to web development workshops.
- Supported cybersecurity awareness initiatives and technical communication.

Marketing Member, 3Zero TBS Club

Oct 2023 – Jun 2024

- Created graphic and video content and contributed to sustainable project concepts aligned with the SDGs.
- Supported campus awareness campaigns and promotional activities.

Education

Tunis Business School

Sep 2023 – Jun 2027

B.S. in Business Administration

Major: Information Technology — Minor: Business Analytics

Interdisciplinary training in Management, Cross-Cultural Communication, Organizational Culture, Data Science, Data Analytics, Software Development, and Computer Science.

Skills

Sales & Business Development: B2B Prospecting, Lead Generation, Client Research, ICP Analysis, Market Research, Partnership Development, Sponsor Acquisition, Market Entry Strategy, Commercial Proposals, Stakeholder Communication.

Marketing & Growth: Growth Strategy, Go-to-Market Strategy, Campaign Optimization, Content Strategy, LinkedIn, Social Media Management, SEO, AEO, GEO, Copywriting, Brand Development.

Technology & SaaS: SaaS, AI Automation, n8n, REST APIs, Python, JavaScript, ReactJS, SQL, MySQL, MongoDB, Linux, Git, AI Agents.

Soft Skills: Communication, Negotiation, Leadership, Problem Solving, Adaptability, Teamwork, Time Management, Analytical Thinking.