

JOHNY MOHAMED

AI Marketing Manager

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PROFESSIONAL SUMMARY

AI marketing and social media professional with experience across B2B content strategy, campaign execution, paid and organic social, reporting systems and AI-assisted workflow development. I connect strategy, copywriting, analytics, automation thinking and hands-on AI prototyping across international client work spanning agency, AI and data, renewable energy and digital platforms.

CORE SKILLS

AI Marketing & Workflow Systems: AI workflow development, prompt engineering, automation logic, AI-assisted content planning, prototype planning, Claude Code, Codex, Google Stitch.

Strategy & Campaigns: B2B content strategy, social media strategy, paid and organic campaign planning, content calendars, audience planning, event content, brand voice adaptation.

Analytics & Reporting: campaign reporting, dashboard planning, Looker Studio, GA4, Tableau, spreadsheet analysis, KPI tracking, trend analysis, data storytelling.

Content & Creative: social media copywriting, newsletter copy, blog content, case study storytelling, technical content simplification, creative direction, presentation storytelling.

Marketing Operations: stakeholder coordination, approval workflows, CRM (HubSpot, Salesforce), community management documentation, reporting processes, SEO, GEO and AI search visibility.

PROFESSIONAL EXPERIENCE

Senior Social Media Executive | Crowd, Amsterdam, Netherlands (Remote from Paris)

October 2023 - Present

- Lead organic and paid social campaigns across LinkedIn, Meta and Instagram for a 10+ brand client roster spanning renewable energy, optical manufacturing, e-commerce, digital incentive platforms and healthcare, translating technical and B2B propositions into platform-native storytelling.
- Built 8+ AI-powered automation workflows with tools including n8n and fully automated campaign reporting with an LLM agent that assists performance analysis, and serve as the team's AI ambassador, training colleagues on prompt engineering, AI workflow management and AI-assisted creative production.
- Drove 30% follower-base growth in 12 months and a 46.17% click-through rate on social ads for a renewable-energy client, and produced 100+ product case studies that built the strongest community proof point in their competitive set.

Marketing Specialist | Humans in the Loop, Sofia, Bulgaria

2022 - 2023

- Produced 20+ content pieces across blog, website and social, translating complex AI, data-annotation and responsible-technology topics into clear B2B communication and driving a 37% increase in organic traffic alongside a rise in lead enquiries.
- Led social media planning, service messaging and a website UX/UI redesign that cut bounce rate to 35% and increased active sessions, making the AI and human-in-the-loop offer clearer for prospects.
- Built practical fluency in AI service positioning, data-annotation workflows and ethical-technology messaging that underpins a systems-led, AI-first approach to marketing.

Digital Marketing Assistant | YACHTNEEDS, Monaco

2021

- Led creative marketing across animation, design and social media for a niche luxury yachting platform, increasing content viewership by 60% through new creative direction tuned to a premium marine audience.
- Produced investor-facing and media presentation materials that helped the platform raise funding and secure additional investor meetings.
- Adapted brand storytelling, value proposition and visual identity for a discerning, high-net-worth audience, strengthening the platform's premium market positioning.

Digital Marketing Executive | Bouncerate Academy, Coimbatore, India

2019 - 2020

- Managed digital marketing for a 5+ client roster, planning and delivering social media campaigns across education, training and retail.
- Delivered a retail campaign that increased audience engagement by 25% through sharper targeting, content and posting cadence.
- Built foundations in campaign execution, content workflows, audience engagement and performance review that scaled into later agency and AI marketing roles.

SELECTED PROJECTS

L'Atelier de Français: Solo full-stack bilingual French course (A1 to C1) that wraps the free Lingoni French videos in 60 structured lessons with an AI tutor grounded in live progress, built on Supabase, Vercel Edge Functions and Claude.

CraftYourCal: AI-assisted content calendar tool that turns brand context, audience direction and campaign goals into content pillars, captions and visual notes.

CVBuddy: Resume adaptation tool that tailors CV content to a job description while preserving structure, accuracy and editable sections.

Tableau Data Visualisations: Dashboard portfolio focused on turning raw data into clearer patterns, insight and reporting stories.

K-Means Clustering Analysis: Python-based clustering project using K-means to segment data points into meaningful customer or behavioural groups.

Portfolio: Interactive portfolio presenting AI marketing projects, career timeline, working stack, CV and contact links.

TOOLS

Claude Code, Codex, Google Stitch, n8n, Make, VS Code, GitHub, Python, Salesforce, HubSpot, Looker Studio, Tableau, GA4, Google Ads, LinkedIn Ads, Meta Business Suite, Sprout Social, Buffer, Semrush, Perplexity, Google Workspace, Microsoft Excel, WordPress, Figma, Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects.

EDUCATION

Master of Science in International Business | INSEEC, Paris, France

2020 - 2021

Bachelor of Civil Engineering | Anna University, Mailam, India

2014 - 2018

CERTIFICATIONS

Google Professional Data Analytics | Google Prompt Engineering Essentials | Meta Marketing Analytics | Meta Marketing Science | Salesforce Sales Operations | Aha! Product Management Professional | LinkedIn Master Digital Marketing | IBM Generative AI Engineering (ongoing)

LANGUAGES

English: professional working proficiency | French: A2, actively improving