



## Summary

A **solution** and data-driven **DigitalMarketing Manager** who leads the customer journey from A to Z by creating strategies that run effective campaigns and increase the **company's brand identity and ROI**.

My objective is to be part of a team where **we create an engaging customer experience** and where, as an individual, my **decision-making skills** and **drive to deliver results** play a role in the **company's overall success**.

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## Professional Experience

### MARKETING DIRECTOR | Ellen Décoration | France

July 2018 - Aug. 2022

Ellen décoration offers a large assortment of fabrics for sewing and upholstery. The company also partners with major Haute Couture houses to provide high-end and trendy fabrics.

- Led a team of 15 employees and managed a digital **marketing budget of 150k €**
  - Revamped the marketing strategy and helped **grow the overall revenue by 18%**
  - Increased **offline sales growth by +12%** (2018-2021) and achieved **+34% total sales growth** (2020-2021) by improving the online store information and features in the front and back end, as well as enhancing functionalities
  - Increased the website traffic **by over +32% monthly**, strengthening online channels such as SEM, affiliate marketing, Facebook (FB) advertising, influencer marketing, and email marketing
  - Optimized strategy and roadmap across eComm funnels and blog, as well as campaigns to increase store conversion and improve Web KPIs
  - Prepared **sales forecast reports**; planned and set performance targets to drive a better experience
  - Tracked, prepared, and **analyzed KPIs** and Web analytics; **presented insights** to stakeholders
  - Launched an email marketing campaign which **contributed to 10% of sales** and created an automatic abandoned cart email that **contributed to 30% of sales**
  - Evaluated and led marketing activities improvements and website conversion using A/B testing, segmentation, targeting, and audience building, resulting in maintaining a conversion rate above 4.5%
  - Fostered a culture of experimentation and research-based **UX design**
  - **Built out a global function**, including onboarding translation vendors, setting up multi-site manager architecture, building automated workflows, and launching in several new countries and languages
- Partnered with creative agencies to deliver digital creative assets
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### MARKETING MANAGER | ZenMarket | Japan

Feb. 2018 - June 2018

ZenMarket is a Japanese proxy shopping service where clients can buy from thousands of online stores with 1.5 million registered users from all over the globe.

- **Achieved +18% sales growth** each month since I started after I launched the marketing plan
- **Generated a 200% uplift in organic traffic in 6 months** through extensive SEO for the French market
- Audited and validated the website's SEO via the use of the screaming frog tool
- Increased website traffic by +4% by **restructuring** and **creating a responsive blog** and content design
- Managed the international digital marketing team in the Americas, Europe, and Japan
- Defined Pay Per Click (PPC) and Cost Per Click (CPC) campaigns and budget for AdWords, FB, Youtube, Tiktok, and Instagram.
- Reduced ad spending by **almost 20%** and improved Google ads to increase conversions.
- Created and managed Social Network Services in 2 languages for FB, Instagram (IG), and Twitter
- Designed digital ads, newsletters, banners, and landing page

Compass is an innovative residential real estate firm. I was part of the real estate agent Mathieu Rochette's team, managing a portfolio of over \$42 million in residential luxury sales/rentals.

- Developed new FB Ads, E-flyer, social media, EDM, and branding design for the whole team
- Suggested and wrote copy for emails, advertisements, product descriptions, blogs, and social posts
- Defined and implemented the brand awareness strategy to reinforce the French investor market
- Completed client management files to track visits, transactions, and negotiations
- Created +20 posts FB/IG weekly to increase realtors' branding

**ACCOUNT EXECUTIVE - DIG.MARKETING | Marketlight | Singapore (Intern) Feb. 2015 - Aug.2015**

MarketLight is a digital transformation firm that provides solutions to enterprises driven by AI and big data.

- Managed and developed business through cold calls and networking events in the education sector, increasing monthly revenue by **+\$60,000** on average with a **35% closing rate**
- Developed and promoted innovative digital tools, including paid advertising such as Google and FB
- Monitored and tracked the progress of digital advertising campaigns and made adjustments in real-time
- Completed market research and managed projects' progress through Asana

**Education & Certifications**

Bachelor's Degree, Business and Administration | Digital Marketing  
Business School - ESC Troyes | France

2015

- SEMrush Technical SEO
- SEMrush PPC
- SEMrush Content Marketing
- HubSpot Inbound certification
- HubSpot Content Marketing certification
- HubSpot Email Marketing certification

**Skills**

- Bilingual in **French** and **English** and proficient in **Japanese** with **international experiences**
- Collaborative** and natural **leadership style**, generous, with an optimistic outlook on life
- Expert in identifying trends to generate **data-based insights** to weave into the **strategic process**
- Strongability to translate complex ideas into simple terms** for the target audience
- Proficient with Hubspot, Mailchimp, Google Analytics, Google Ads, SemRush, SEO, SEM, Salesforce, InDesign
- In-depth understanding of **customer funnels**, **UX journey**, and social media paid ads
- Excellent organizational skills and strong ability to **manage multiple projects**
- Perseverant, adaptable to new environments and cultures, with an **inquisitive mind**

**Languages**



**Soft skills**

- Creative and logical reasoning
- Advanced problem solving
- Strong communication skills
- Leadership and proactivity

**About me**

- I love traveling and discovering countries and cultures. I visited 35 countries.
- I am passionate about video games and esports gaming. I was semi-professional during the university in the fps game.
- I learned Html, CSS, Javascript, and JS.react to improve my understanding of Digital marketing.