

ABOUT ME

Passionate about Marketing, Design and Business, I have been helping U.S. and international businesses to market their product using Inbound Marketing and Demand Generation techniques. French is my native language, dedicated is my state of mind. Currently looking for an opportunity in an innovative company with a great culture!

SKILLS

Marketing

Lead Generation & Nurturing
SEO & Web Analytics
Content & Inbound Marketing
Email Marketing & Social Media
PPC, Display & Social Media Ads

Software

Adobe Creative Suite, Sketch App
Salesforce, Zoho CRM, Fusion
CMS (Wordpress, Joomla, Tumblr...)
HubSpot Certified, Eloqua, Marketo, Mailchimp
Final Cut Pro, After Effects, FL Studio
Buffer, Hootsuite

Languages

Native French
Intermediate Spanish
HTML/CSS

EXPERIENCE

Sage Software
2016-2017
sage.com

SENIOR MARKETING CAMPAIGN MANAGER

Responsible for planning and executing local campaigns in the U.S. and Canada for new customer acquisition with focus on demand generation.
Launched an integrated campaign in partnership with Microsoft to promote Sage 50's integration with Office 365. Weekly reporting on all activities including Lead Generation, Revenue an Units sold.
Surpassed units and revenue goal for the last 6 months with a \$450,000/quarter budget.

Implemented a new content marketing strategy with the social media manager and content writer.
Coordinate marketing campaigns in collaboration with all stakeholders (Marketing, Sales, Web, IT, etc.)
Segment communications messages in each campaign to connect to relevant customer personas provided by Product Marketing.

Southwire
2015-2016
southwireblog.com

DIGITAL MARKETING MANAGER

Created and implemented SEO/SEM strategy for www.southwireblog.com
Managed email effort for all 7 divisions
Managed PPC and display advertising to deliver better performance
Executed and measured experiments and A/B testing: Attract, Engage, Capture, Nurture, Convert & Measure.

Improved CTR by 12% over the last 6 months with a \$200,000/quarter budget.
Managed social media specialist to strenghten social media presence
Launched sales tradeshow mobile app to increase the reach of our internal communications while focusing on overall marketing optimization.

Greenway Health
2014-2015
greenwayhealth.com

DIGITAL MARKETING MANAGER

Greenway Health is a healthcare software provider.
Recruited and managed a team of 3.
Increased Web traffic by 107% YoY after completing a website redesign and rebranding (6-month, \$250k) focusing on educating physicians, and offering information about the best practice management solutions .

Lead generation, branding and social media efforts have also improved Lead conversion rate from 2% to 5%.
Implemented a social selling effort across all departments.

b-pack
2011-2014
b-pack.com

INTERNATIONAL MARKETING MANAGER

One-man marketing team for a Gartner Magic Quadrant procurement software.

During my last year, I increased website traffic by 67% and conversion rate by 300% using inbound marketing techniques and data insights to refine the strategy.

EDUCATION

Kennesaw State University
2010

MASTER, MBA International Marketing

International Marketing was a dynamic area of study that included aspects of advertising, marketing, management and Market Analysis. I was also part of the International Student Association.

SOFT SKILLS

Autonomous & Proactive, Team Player,
Strong Work Ethic, Problem Solver,
Adaptability, Time Management,
Productivity

INTERESTS



Music/Video
Production



Watch &
Play



Blogger



Tech News



Networking



Travelling