



- Paid Social Media Advertising
- Affiliate Management
- Content Marketing
- Lead Nurturing
- Consumer Behaviorist
- SEO
- Fluent English
- Native French
- Fluent Spanish

Experiences

Traffic Manager - Barcelona – Jan 2016-Present

CONTENT IGNITION | Lead generation company.

- Generated traffic for USA, France and Italy setting up and optimizing Facebook and affiliate campaigns.
- Managed monthly budget of 65 000€ and generated 136 000 monthly leads. Created landing pages and ad text copies. Analyzed funnel and run AB tests to increase conversion.
- Tested new sources of traffic like Twitter and self-service platforms.

Portfolio item: Landing page "Win \$500 Gift Card".

Local Editor for Paris - Remote - Dec 2013-Present

LIKE A LOCAL GUIDE | Application providing travelers with recommendations from locals.

- From Dec 2013 to March 2014: played a key role in the launch of Paris application designing engaging content. Created 70 recommendations for eating, nightlife, shopping, and things to do categories. Designed content for 7 categories and 28 Parisian neighborhoods.
- From April 2014, regularly write fresh content. 2 posts picked up by the Condé Nast Traveller's.

Portfolio items: blog posts "7 Things Only Tourists Do in Paris", "A Sweet Tooth's Guide to Paris".

Founding Member / User Acquisition Manager - San Francisco CA - Feb-June 2015

VERLOCAL | Social marketplace for local and learning experiences.

- Came up with new strategies to increase referral traffic. Identified new sales channels and increased number of transactions generated via referrals by 78% within 3 months.
- Converted +30 new hosts in New York and increased number of experiences by 27%.
- Produced blog posts, press releases, media kit and curated new listings' content.

Content Marketing Manager - San Francisco CA - Aug-Nov 2014

FRONTDESK ANYWHERE | Cloud-based Property Management Software for hotels.

- Developed SEO optimized English content for landing pages, 9 blog posts, 6 press releases. Designed content for newsletters and emails.
- Translated the sales team's needs into actionable marketing tools, copywriting marketing messages and producing marketing collaterals.

Portfolio item: blog post "9 Best Practices to Leverage Your Revenue Management Strategy".

Senior Project Manager - Paris – March 2008-May 2013

5+ years of sales experience in the luxury hospitality industry. Worked for Hyatt Hotels, Concorde Hotels, The Leading Hotels of the World and Starwood Hotels. Generated yearly revenue until 2€ million.

Personal Projects

www.bo-yoga-nice.com: French content, keyword research, website redesign, AdWords Express campaigns.

www.chefinsanfrancisco.com: website redesign, wireframing, English content.

Technical Skills

Applications and software: MS Office, Facebook Ads Manager, CMS Hubspot, WordPress, Wix, Vocus, WordStream, Google Analytics, CRM Salesforce, Mac and Windows.

Some experience with: Google Adwords, Adobe Photoshop, HTML, CSS, Design.

Education & Certificates

Master in Management

Edhec Business School
Nice, France | 2009

AdWords Certification Display

Google Partners
January 2016

Inbound Marketing

Hubspot Academy
August 2015