Yanis RENAUD
web developer // growth marketer

Profile

My varied experience allows me to discover and set up new sales channels and improve existing ones. My goals are always measurable in order to see the return on investment. I know how to manage digital projects, implement marketing strategies and use my creativity when necessary. As an active learner I love learning new things and that is one of the reasons why i started learning web development.
I am looking for a job as a web developer as an employee or freelancer.

Formations

Full Stack Developer Career Path Zero To Mastery / Depuis novembre 2022
HTML, CSS, JAVASCRIPT, REACT, NODE.JS, APIs, VUE.JS, SQL

Master degree marketing & sales VAE / De janvier 2023 à février 2023

SEMrush certificate / Depuis 2020

Shopify Certified Partner / Depuis 2019

Meta (Facebook & Instagram) Certified Ads Buyer / Depuis 2021

Google Analytics & Ads certificate / Depuis 2020

Professional experiences

Entrepreneur Bouche Oreille Marketing / De juin 2021 à janvier 2023
- discovering ways to improve the marketing strategies of restaurants to reduce acquistion costs
- build up word of mouth marketing strategies to increase Life Time Value of customers and to get more social proofs that are used to make content on social networks
- finding prospects and selling my solutions (cold calling and emailing)
- more than 40% growth rate in one year on social networks for a restaurant
- Improved LTV & brand loyalty : build a community of loyal customers (that increased revenues)

Entrepreneur Videotomobile / De juin 2022 à novembre 2022
The first auto ad site that uses the video format to better sell premium vehicles.
- B2B prospecting (cold call, making appointments, sales)
- website creation and administration
- creation and management of the marketing strategy

Digital Marketing Manager AJ SOLUTIONS / D'août 2019 à décembre 2021
- Content creation (articles; blog; publications; banners...)
- Organization of offline events
- Creation of website pages (HTML / CSS)
- Improved SEO with targeted Keywords (long & short tail)
- CRO optimization of the site thanks to tracking tools
- Follow-up of leads and sending to sales representatives
- Creation and management of Google Ads + FB Ads + Bing Ads advertisements
- Monthly marketing report to the manager
- Close collaboration with the sales team for marketing actions, brand image and digital marketing strategy in general (explanation, training, brainstorming)
- SEO technical and semantic audits
- Google Ads campaigns creation and management
- websites optimizations
- GTM update

Founder and manager E-commerce / De novembre 2015 à 2017
- Creation and management of three e-commerce sites
- Creation of ads: Meta and Google Ads, optimizing ads and ROAS
- Full marketing strategies (SEO, SEA, content...)
- Creation of partnerships with influencers
- Packaging research and video creation for content
- Customer acquisition and retention, prospecting, customer follow-up and after-sales service

Né le 29/04/1997
yanisrenaud77@gmail.com
+33769605195

Skills

Web Development Portfolio :
yanisrenaud-portfolio.netlify.app

GitHub profile :
github.com/LeganV9

SEA & SMA Google Ads; Meta (Facebook, Whatsapp & Instagram ads); Snapchat Ads, LinkedIn Ads, TikTok Ads

CRO & UI/UX notions Analyse, test & modifications

SEO & SEM SEMRUSH & Ubersuggest

Analytical skills Ability to generate reports and analysis in a clear and effective manner for management.

Excel & Google Data Studio proficiency Using data and creating useful dashboards

Personal qualities

Creativity

Adaptability

Multi-purpose

Autonomy

Strength of proposal

Taking initiative

Hobbies

Passionate about automotive, e-commerce and digital marketing And many more areas...

Languages

Français C2

Allemand A2

Anglais B2