

# Yanis RENAUD

## Growth & Digital Marketing Specialist

### Formations

**Full Stack Developer BootCamp Zero To Mastery** / De novembre 2022 à avril 2023

Good knowledge in HTML, CSS & JAVASCRIPT

Basic knowledge (and will to learn more) in REACT, Node.JS, APIs, Vue.JS, SQL

**Marketing & Sales Master Degree VAE - UHA** / Décembre 2022

**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

**Digital Marketing Specialist Bouche Oreille Marketing** / De janvier 2021 à janvier 2023

- discovering ways to improve the marketing strategies of restaurants to reduce acquisition 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 marketing solutions (cold calling and emailing)
- more than 40% growth rate in one year of social networks for restaurants
- 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

**Chat GPT** Prompt engineering

**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