

Alexis Thabuteau

Head of Digital



39 years old - Driving License -
Lausanne Suisse

CONTACT

✉ athabuteau@gmail.com

☎ +41 79 876 51 20

ABOUT ME

15 years experience within
Marketing, Digital,
Advertising/Media fields

Resume created on DoYouBuzz

EXPERIENCE

Global Head of Digital & Performance - Travel Retail

PMI - Since 2019 - Full-time - Lausanne - Switzerland



- ▶ Retail Digital Transformation Strategy
- ▶ Website & Platform Enhancement (Journey, U/X, SEO, CMS Management)
- ▶ eCommerce
- ▶ Digital Media & Acquisition (Programmatic)
- ▶ Data & DMP (Salesforce Krux)
- ▶ Performance & Analytics (Google Analytics, Data Studio, Conductor), Social Listening (Sprinklr)
- ▶ Management: Team Management, Agency Management (Carat, Big Group)

Head of Digital Marketing, Data & Performance

Nissan Europe - 2017 to 2019



- ▶ Digital Transformation Roadmap: Precision Marketing, eCommerce, Web & U/X Improvements, Tech Stack, GAFAs Relationship
- ▶ eCommerce (in-house): Journey Definition, SEO, CRM & Acquisition strategy
- ▶ Web Platform & Analytics (Omniture): Data-Driven U/X Personalization (Adobe Target), A/B testing & CX continuous improvement
- ▶ Data: DMP Management (Cross-Chanel Segmentation & Activation on website, media & CRM), 1st party Data mapping & Activation Use cases
- ▶ Digital Acquisition: Programmatic, SEA/SEO, DCO, Social Media, Listening & Moderation
- ▶ Management: Team Management (10 people), Agency Management (OMD, Digitas, Ekimetrics, The Social Element, Equancy)

Head of Media & Acquisition

Nissan Europe - 2013 to 2017



- ▶ Media & Acquisition Strategy: ATL, Paid Digital & Social Media strategy, Influencers strategy
- ▶ Brand Content: ATL advertising content creation
- ▶ Digital Acquisition: SEA, Programmatic & Social Media channels
- ▶ Data / DMP / digital attribution
- ▶ Management: Team Management (4 people), Agency Management (OMD 15 people central team lead)

Digital Marketing Consultant Manager

Equancy - 2013 to 2016



Digital Advertising Manager

eBay - 2012 to 2013



- ▶ Programmatic Buying: new acquisition channel development (SSP Partnership, Inventory Yield Management, Bidding strategy)
- ▶ eCommerce: key marketplace sellers support (traffic acquisition, eDM, eRetail)
- ▶ Data: 1st party data Audience Clustering, Axiom 3rd party data matching

Key Account Manager

BFMTV - RMC - 2008 to 2012



- ▶ Key Account Management
- ▶ Digital Partnerships

Marketing Executive

V. Agency - 2006 to 2008

SKILLS

Digital Expertise

- Online Acquisition
- eCommerce
- Data & DMP
- Onsite Analytics & Performance
- Social Media
- Html, Css & Js basics

Management

- Agency Management
- Team Management

International Environment

Fluent English

EDUCATION

Master of Marketing & Management

Griffith University

2005 to 2006

Master of Finance

SKEMA Business school

2002 to 2004

Bachelor of Marketing-Communication

Novancia

1999 to 2002

INTERESTS

Lectures

American Litterature

Fooding

- Food & Pastries
- Oenology

Sport

- Tennis & Squash
- Surfing & Snowboarding