

Alexis Thabuteau

Head of Digital Marketing

39 years old - Driving License -
Lausanne Suisse

CONTACT

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ABOUT ME

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

Resume created on DoYouBuzz

EXPERIENCE

Global Head of Digital Marketing & Performance - Travel Retail



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

- ▶ Retail Digital Transformation Strategy
- ▶ Digital Media
- ▶ eCommerce
- ▶ Platform Enhancement (Journey, U/X, SEO, CMS Management)
- ▶ Data & DMP (Salesforce Krux)
- ▶ Performance & Analytics (Google Analytics, Data Studio, Conductor)
- ▶ Social Listening (Sprinklr)

Head of Digital Marketing, Data & Performance Nissan Europe - 2017 to 2019



- ▶ Digital Transformation Roadmap: Precision Marketing, eCommerce, Platform Improvements, Tech Stack, GAFAs Relationship
- ▶ Data Strategy: 1st, 2nd & 3rd Party Data mapping & Activation Use cases
- ▶ DMP: Cross-Channel Segmentation & Activation (website, media & CRM)
- ▶ eCommerce: Journey Definition, SEO, CRM & Acquisition strategy
- ▶ Platform & Analytics: Data-Driven U/X Personalization, A/B testing, Customer Experience continuous improvement
- ▶ Digital Acquisition: Programmatic, SEA/SEO, Multi-Attribution, 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 Strategy: Offline Media, Digital & Social Media strategy, youtube strategy, Influencers strategy
- ▶ Brand Content: ATL content creation
- ▶ Audience Insights: Definition & clustering, data insights, Google Brand Lift studies
- ▶ Digital Acquisition: SEA, Social Media, Youtube, Programmatic
- ▶ 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)
- ▶ Data: 1st party data Audience Clustering, Xciom 3rd party data matching
- ▶ eCommerce: key marketplace sellers support (traffic acquisition, eDM, eRetail)

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
- Social Media
- Data & DMP
- Onsite Analytics & Performance

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 Literature

Oenology

Oenology

Sport

- Tennis & Squash
- Surfing & Snowboarding