

# ALEXIS THABUTEAU

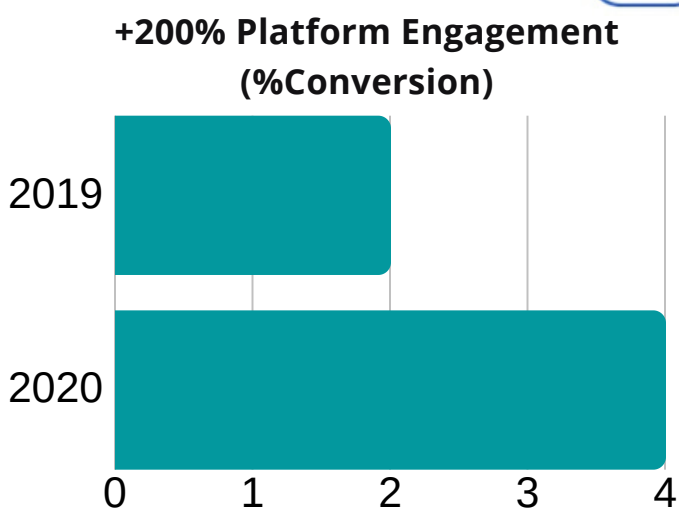
## MY EXPERIENCES



### 2019 - PMI DIGITAL

#### Head of Digital - Travel Retail

- Digital Media
- eCommerce
- Web Design & U/X
- Analytics
- Social Media & Listening
- Team Management
- Agency Management

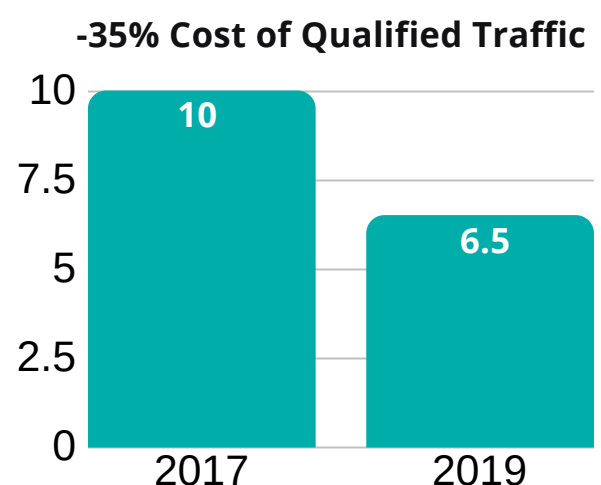


### 2017 - NISSAN



#### Head of Digital Marketing

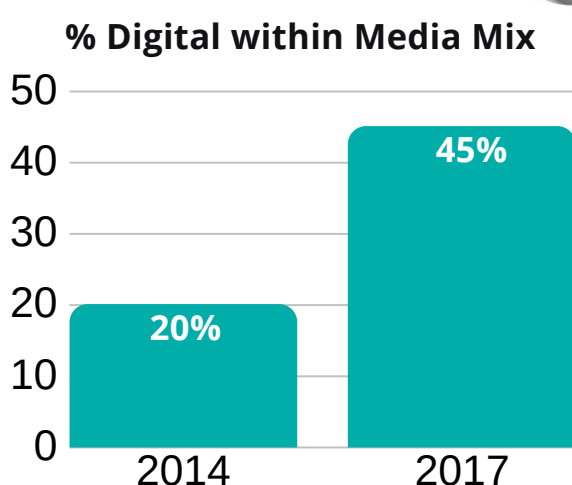
- Digital Transformation Roadmap
- Data & DMP / Audience Management
- eCommerce
- CRM
- Digital Acquisition (SEA, Programmatic, Social)
- Analytics & Platform
- Team Management (10 people)
- Agency Management



### 2014 - NISSAN

#### Head of Media & Acquisition

- ATL & Brand Content Digitalization Strategy
- Overall Media Strategy (Offline & Online)
- Digital Acquisition (SEA, Programmatic, Social)
- Team Management (4 people)
- Agency Management



### 2014 - EQUANCY



#### Senior Digital Consultant Manager

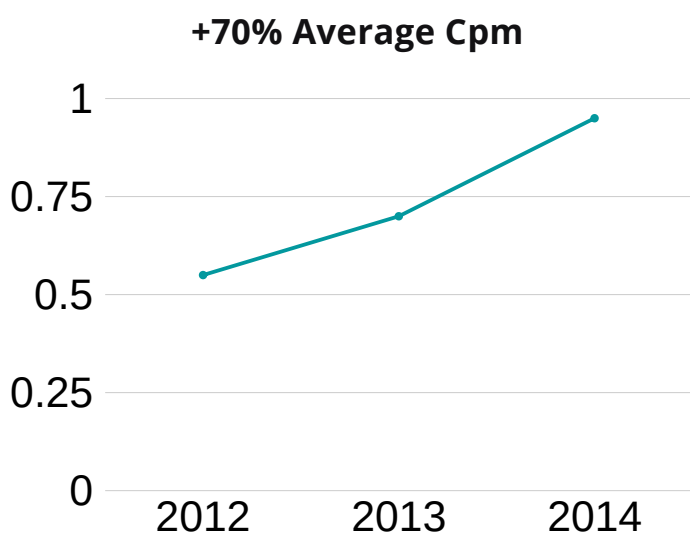
- Digital Marketing Consulting



### 2012 - EBAY

#### Digital Advertising Manager

- Business Transformation
- Programmatic Buying channel development (SSP partnership, Inventory Yield Management)
- eCommerce: key marketplace sellers eMerchandising
- Data: Axciom 3rd Party data matching



### 2008 - BFM TV & RMC



#### Digital Advertising KAM

- Key Accounts Management
- Digital Partnerships

**Contact**  
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