



# EVRAIN GUNES

MEDIA CAMPAIGN MANAGER

## WORK EXPERIENCE



Septembre 2019 – Actual job

Paris, France

### Media Campaign Manager

Propose, create and articulate new digital media strategies.

Harnessing the power of the modern media landscape to drive one-to-one consumer engagement at scale, Publicis Media creates value for clients through global media agency brands and scaled capabilities across investment, strategy, insights and analytics, data and technology, commerce, performance marketing and content.



September 2018 – September 2019

Paris, France

### Digital Acquisition & Marketing Automation Executive

Accompanied more +40 Euler Hermes Business Units around the world to manage marketing automation campaigns on a daily basis. Day-to-day campaign framing, emails and landing pages creation, troubleshooting and lead generation campaigns enhancement. Participated in the development and optimization of acquisition channels. Launched and monitored the implementation of Marketo in +20 countries across ASEAN, APAC, MMEA and Americas regions. Audited various global and regional Euler Hermes websites. Shared best practices and guidelines during global marketing automation community calls. Built global e-mailing campaign and lead capture/engagement landing pages through Marketo and Adobe Experience Manager. Cleaned and managed Salesforce CRM database.



August 2017 – September 2018

Paris, France

### Digital Consultant

Created and managed e-learning platforms across 8+ more accounts gathering +500 000 learners. Improved user experience taking into account all stakeholders needs. Analyzed client's learning architecture and advised on how to best configure and deploy the CrossKnowledge products to meet our client's needs. Built engagement oriented e-mailing campaigns. Shaped performances report and shared insights with project teams. Managed the configuration of client projects as a work stream in accordance with agreed terms of time, cost, and quality.

#Google #Hubspot certified digital marketer, currently operating as Media Manager for one of the oldest and largest marketing and communications companies in the world.

A well-organised and proactive personality, with good relationship building skills.

Self-confident, motivated and passionate about any challenge that involves possibility to learn and progress.

Passionate about brands, products, beautiful stories, communication, innovative marketing, digital and its value added and a strong desire to learn again and again!

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92000 Nanterre, France

## SKILLS

Campaign Management

Marketing Automation

SEO

Data Analytics

Social Media

CRM

## LANGUAGES

French

English

Turkish

## EDUCATION

2018

Bachelor Digital Marketing  
& Social Media  
INSEEC School of Business

2018-2020

Master Digital Marketing  
& E-Business  
INSEEC School of Business

## CERTIFICATE

