



# KIM LACHANCE

## MEDIA BUYER

### CONTACT ME

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🌐 @kimlachance25

### OTHER SKILLS

●●●● HTML, CSS & Javascript

●●●● Wordpress & Elementor Builder

●●●● Canva, Pixlr & Photoshop

●●●● Copywriting

### CERTIFICATIONS

📖 SEO | Mangools

📖 Google Tag Manager | Google

📖 Google Analytics | Google

📖 Responsive Web Design HTML CSS | Udemy

### PERSONAL PROFILE

Lead generation and conversion specialist. I excel in Facebook and Instagram advertising and retargeting and building technical sales funnels. Fluent in french and english.

### WORK EXPERIENCE

#### Social Media Marketing Consultant

KL Media | Sept 2018 - present

- Facebook ads lead generation, strategy and implementation in French and English
- Analysis and reporting (tag manager, insights)
- Content creation (photo & video editing), Copywriting
- Funnel building (landing pages), A/B split testing
- Content scheduling & calendar creation

#### Facebook Media Buyer (contractor)

Upearance | May 2019- Dec 2019

Digital Delane | May 2019 - Oct 2019

- Set up, monitor and optimize Facebook advertising campaigns from start to finish
- Analyze web metrics, provide campaign effectiveness reports, and implement optimizations
- Implement 3 stage funnel strategy (awareness, consideration, decision) for Ecommerce stores and Saas products
- Analyse Facebook media buys and associated metrics on a daily basis to ensure profitability

### EDUCATIONAL HISTORY

#### École Secondaire Catholique Thériault

High School Diploma | 2010