

Damien Gonot

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Experience

Feb. 2017
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Now

User Acquisition Manager, Hopper (Montreal, QC)

- Managing Hopper's User Acquisition strategy across all ad networks (Facebook, AdWords, Snapchat, Pinterest, Apple Search Ads...).
- Use of Facebook Marketing API to generate & test thousands of targetings and creatives.

Sept. 2016
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Feb. 2017

Campaigns Manager, Konversion (Montreal, QC)

- Managing the digital marketing strategy of multiple clients, including the biggest AdWords account in Canada in terms of budget. Daily campaigns optimization on Facebook Ads, AdWords, Bing Ads and other platforms. Reporting to clients.
- Opportunity to work with a team of experts for a wide array of industries, including insurance companies, real estate, retail, travel, for a total of a \$15,000,000 annual budget.

May 2015
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Sept. 2016

Customer Acquisition Associate, Busbud (Montreal, QC)

- Manager of AdWords and Bing Ads accounts: 8 languages, 1,000,000+ keywords, 50,000,000+ yearly impressions, 3,500,000+ annual clicks with a positive direct ROAS (last click).
- Switched our AdWords scripts setup to an AdWords API (with a Python wrapper) setup to have more control on the campaign creation and updates. Built an in-house remarketing setup to replace Criteo.
- 2016 Prix Média Infopresse, category "Best Use of Search Engines" with the "Busbud, two guys, one account (and 500,000 routes)" submission.
- Created the Dollar Bus Club (alerts on \$1 bus tickets on Twitter and by emails) and Busvsplane.com (Bus vs Plane comparison website, including Uber pricings to/from bus station/airport) as side-projects.

February 2015
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April 2015

SEM Intern, Busbud (Montreal, QC)

- Day-to-day account management. Use of AdWords Scripts to automatically generate campaigns for each bus routes in Busbud inventory (PostgreSQL database). Creation of Bing Ads account which replicates AdWords campaigns.

January 2013
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July 2013

SEM Assistant (Intern), Roomlala (Paris, France)

- Optimization of global advertising campaigns on major search engines (Google AdWords, Bing Ads) with a strong ROI and a low CPA (Cost Per Acquisition). Use of Dynamic Search Ads, display ads & remarketing strategies. Optimization of landing pages with UX enhancing techniques (A/B testing...) in order to rise conversion rate.

Education

- 2014–2015 **College of Commerce**, Exchange Student
National Chengchi University, Taipei, Taiwan
- 2013–2014 **John Molson School of Business**, Visiting Student
Concordia University, Montreal, Quebec
- 2011–2015 **International BBA (Bachelor in Business Administration)**, Full-time student
Kedge Business School, Marseille, France

Previous Experience & School Projects

- May 2012 – July 2012 **Student Welcome Team**, Kedge Business School (Marseille, France)
- Welcomed several thousands of business school candidates from France and all over the world for their admission interviews.
 - Skills developed in communication and community management (Facebook & Twitter) as well as logistics (management of catering and overnight stays).
- January 2012 – March 2012 **Junior Auditor (School Project)**, Auchan (Marseille, France)
- Produced a market study with 4 other team members about price perception for Auchan (second largest retailer in France after Carrefour) for a student challenge in collaboration with a local supermarket staff (department managers...).

Skills and Interests

- Google AdWords (including AdWords Script & AdWords API), Bing Ads, Facebook Ads (including Facebook Marketing API), Twitter Ads, Criteo
- Google Analytics, MixPanel, Amplitude, Hotjar
- Travel (North America, Europe, Asia) & transportation industry
- Last trip: Spain & Portugal (Summer 2017)
- Data Science: R, SPSS, Pandas & NumPy libraries for Python, SAS, forecasting
- Programmer by passion; Node.js (ES6), Python, R, Ruby, Lua, SQL, HTML5/CSS3, \LaTeX
- Interests in Functionnal Programming: LISP (Scheme, Clojure), Haskell, Elm
- OS X, Archlinux, Vim, Bitcoin

Languages

French (Native)
English (Bilingual)
German (Intermediate)
Chinese (Beginner)