Damien Gonot

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Experience

Mar. 2021
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Now

Software Engineer - Growth, Wealthsimple – *Financial services (Remote, Canada)*

- Working on an internal service to scale creatives throughput and advertising spend

Jul. 2020
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Now

Marketing Consultant, Damien Gonot – *Sole proprietorship (Montreal, QC)*

- Helped a Y Combinator company scale their Google Ads by leveraging Google Ads Scripts.

- Other projects around data reporting, automated Facebook Ads campaigns creation…

Feb. 2017
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Sept. 2020

User Acquisition Manager, Hopper – *Flights & hotels booking app (Montreal, QC)*

- Created the Hopper Ads Engine, a collection of Python scripts automatically generating, optimizing and reporting Hopper's user acquisition strategy.

- Integrated our internal inventory of flights & hotels prices with the ad platforms' API (Facebook, Snap, Twitter, TikTok…) to generate thousands of daily refreshed creatives.

- Optimized our overall acquisition campaigns to continuously reach our target payback period and LTV/CAC target ratio.

- Reported spend & performance by automatically pulling reports from ad platforms and our Mobile Measurement Platform (AppsFlyer) to BigQuery and Google Spreadsheets.

- Other projects around email marketing, notifications, text-to-speech for video creatives…

Sept. 2016
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Feb. 2017

Campaigns Manager, Konversion – *SEM/SEO agency now part of Accenture (Montreal, QC)*

- Managed the digital marketing strategy of multiple clients (insurance, real estate, retail…), including one of the largest Google Ads account in Canada in terms of budget, with a total annual budget of over $15M across accounts.

May 2015
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Sept. 2016

Customer Acquisition Associate, Busbud – *Intercity bus tickets website (Montreal, QC)*

- Managed Google Ads 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 Google Ads scripts setup to a Google Ads 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.

- On-page SEO, SEO content, interlinking, use of a crawler & log analysis tool (ELK stack).

- 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.

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

February 2015
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April 2015   **SEM Intern,** Busbud (Montreal, QC)

- Day-to-day account management. Used Google Ads Scripts to automatically generate campaigns for each bus routes in Busbud's inventory (PostgreSQL database). Created Bing Ads account which replicated Google Ads campaigns.

January 2013
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July 2013   **SEM Assistant (Intern),** Roomlala (Paris, France)

- Optimized global advertising campaigns on major search engines (Google Ads, Bing Ads) with a strong ROI and a low CPA (Cost Per Acquisition). Used Dynamic Search Ads, display ads & remarketing strategies. Optimized landing pages by A|B testing in order to rise conversation rate.

Skills and Interests

- Google Ads (including Google Ads scripts & Google Ads API), Facebook Ads (including Facebook Marketing API), Twitter Ads, Pinterest Ads, Snapchat Ads, Apple Search Ads, TikTok Ads

- Python, Node.js, Elixir, Ruby, SQL, Redis, LaTeX

- Interests in Functionnal Programming: Racket, Scheme, Clojure

- Data Science: Pandas & NumPy libraries for Python, R, forecasting

- Tools: OS X, Linux, zsh + tmux + (neo)vim

- Last trip: Hong Kong & Seoul (Summer 2019)

Languages

French (Native)
English (Bilingual)
Mandarin Chinese (Beginner)