

# Damien Gonot

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## Experience

Mar. 2021  
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Now

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

- Created a Ruby on Rails microservice to handle our ads automation needs.
- Created a Figma plugin to directly upload creatives to different ad platforms (Facebook Ads, Snap Ads, Twitter Ads).
- Helped on event tracking and analytics for the React Native mobile app.
- Worked on the public website's SEO for User Acquisition.

Jul. 2020  
–  
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  
–  
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  
–  
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)

## Skills and Interests

- Google Ads (including Google Ads Scripts & Google Ads API), Facebook Ads (including Facebook Marketing API), Twitter Ads, Snap Ads, Apple Search Ads, TikTok Ads
- Python, Ruby, Node.js, PostgreSQL, Redis
- Interests in Functional Programming: Elixir, Clojure, Racket
- Data Science: Pandas & NumPy libraries for Python, Julia, R
- Tools: OS X, Linux, Emacs, Zsh + Tmux + (Neo)Vim,  $\LaTeX$
- Last trip: Hong Kong & Seoul (Summer 2019)

## Languages

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