



Raffi Sarkissian

Lead Digital Marketing Manager



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I am a true Startup lover and a Digital Marketing passionate specialized in fast-paced growth environment companies.

Professional experiences

QONTO • Lead Digital Marketing

Aug. 2017 - Current position

European neobank leader for SMEs and freelancers. Managing a digital growth marketers team of 4 people. Raised 32M in Series B with Peter Thiel's Valar Venture. Mentionned as LinkedIn Top 3 french Startups. From 0 to 40.000 B2B clients during the 1st year.

- Setup analytics stack and tracking with GTM, Segment and Hull
- Fast-paced growth and acquisition with Facebook Ads, Google Ads (adwords, display, Gmail, Youtube), Bing Ads and affiliate program
- Building referral program to grow organic acquisition
- Complete SEO strategy based on siloing and "cocon sémantique"
- Acquisition & funnel analysis with Google Analytics, Amplitude & Hull
- Website & register AB Testing pages with VWO, Hotjar and Optimizely
- Automated SMS & mailing campaigns with Hull and Customer.io
- Database and monthly active user analysis running SQL queries

PWYP • CEO & Digital Marketing Manager

Jan. 2013 - June 2016

Founder of an in-store Mobile Payment & Cashback loyalty App. +10.000 active users in France in 1 year. 100 merchants involved in the B2B customer program.

- Referral program and foster users with custom online loyalty program
- SEA strategy (Display, Adwords, Retargeting) with ROI analysis
- Prototyping UX & UI with invisionApp to make conversions easier
- Social Media Content & Ads to promote brand content
- Data-Driven / ROI strategy and strong analytical background
- Complete online communication with Photoshop and Illustrator
- Growth Hacks with special campaigns to grow user base

Studies & Formations

ISEG GROUP •

Webmarketing Master Degree

Sept. 2009 - June 2013

(Programming) Languages

Languages

French, Spanish, English, Armenian, Italian

Programmation

HTML, CSS, SQL, iOS Swift, JavaScript

INVESTBOOK • Acquisition & Traffic Manager

June 2016 - Aug. 2017

Bonds crowdlending website for SMEs and private investors. Acquisition of private investors and SMEs. More than 1 million raised and +10 project financed online. Top french crowdlending startup.

- Complete SEO strategy based on "Cocon Sémantique" & content
- SEA strategy (Display, Adwords, Retargeting) with ROI analysis
- Growing acquisition with Facebook Ads, Bing Ads, Retargeting ads
- Launching a CPA based affiliate program to grow user base
- Prototyping UX & UI with invisionApp to make conversions easier
- Building landing pages using HTML & CSS to foster conversions
- Automated mailing and SMS campaigns
- Data-Driven / ROI strategy and strong analytical background

LAGARDERE GROUP • Digital Manager

Oct. 2011 - Aug. 2012

Implementing digital media & 360° media plans for one of the biggest media group in the world. First experience as a digital marketing manager.

- 360° communication and paid advertising campaigns
- First step in search engine optimization and content writing
- Lead generation working with sales team for large accounts
- Social Media Content & Ads to promote brand content
- Mailing campaigns using Mailchimp and HTML templates

Master degree of webmarketing and 360° communication. This is where I've learned everything about tracking plans, paid marketing, inbound and outbound marketing, lead gen & SEO.

Passions: Sport-Adventure

300km solo trip on the Amazon River

Without assistance, with non-motorized boat. Ucayali Region, Peru

6.200m summit in the Huascaran National Park

3 days to hit the top of the mountain. Huascaran National Park