

Xavier Tremel

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32 y.o.

Languages: DE, EN, FR
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STUDIES

Nov. 2016 – Feb. 2017

CareerFoundry, Web Development Program

HTML/CSS, Javascript, Ruby on Rails -> xtrem.me

2004 - 2008 :

Audencia Nantes School of Management, France

University of Cincinnati, USA

MSc. In management, focus on marketing and controlling

PROFESSIONAL EXPERIENCES

Since Feb. 2016

Digital Marketing Consultant (Freelance), Berlin

Search Engine Advertising: Account audit, Automatization, Adwords scripting.

Campaign building with a programmed tool (Python).

Mentoring and coaching of the clients SEA Teams.

Oct. 2014 – Aug. 2015

Digital Marketing Manager @ Homejoy inc, San Francisco

SEA channel automatization for campaign building and daily management.

Tools and processes implementation. Development of verticals and new markets.

Aug. 2012 – Sept. 2014

Head of SEA @ Affinitas GmbH (eDarling), Berlin

Leading the SEA Team (10+ employees).

In charge of a 7 digits budget spread in 25 countries.

Process Optimization : Bidding, reporting, systematic A/B Testing.

Sept. 2011 – Aug. 2012

Senior SEA Manager @ Groupon GmbH, Berlin

Implementation of a bidding strategy in 40+ countries.

Mentoring of a junior manager and an intern.

TECH SKILLS

Web development: HTML/CSS, Javascript & jQuery basics, Ruby on Rails (development of an online shop)

Online Marketing tools development : Campaign builder with Python, Adwords scripts, VBA

Online Marketing tools : Google Analytics (Implementation and Trainings), Website Optimizer (VWO), Bidding Tools

OTHER EXPERIENCES

SEA and Google Analytics Trainings at the startup institute in Berlin.