

ABOUT ME

Passionate about Marketing, Design and Business, I have been helping U.S. and international businesses to market their services using Inbound Marketing and Demand Generation techniques. French is my native language, dedicated is my state of mind. Currently looking for an opportunity in an company with a great culture driving innovation through technology!

SKILLS

Marketing

Lead Generation & Nurturing
SEO & Web Analytics
Content & Inbound Marketing
Email Marketing & Social Media
PPC, Display & Social Media Ads

Software/Applications

HubSpot Certified, Marketo Certified, Eloqua, Mailchimp
Salesforce, Zoho CRM, Fusion
SEMRush, Google Ads, AdRoll
Buffer, Hootsuite, OktoPost
CMS (Wordpress, Joomla, Tumblr...)
Adobe Creative Suite, Sketch App

Languages

Native French
Intermediate Spanish
Basic HTML/CSS

EXPERIENCE

Paya
(FinTech - Payments)
2020-Present
paya.com

DIGITAL MARKETING DIRECTOR

- Owned multi-channel Lead Generation campaigns driving revenue for specific verticals including Healthcare, Education, B2B and Government utilities.
- Implemented Social Media strategy leading up to Paya going public (68% growth in followers over the past 6 months).
 - Improved SEM conversion rate by 57% by optimizing Google ads, LinkedIn ads and Retargeting ads campaigns.
 - Created a Digital Marketing strategy to improve SEO, SEM, and Social Media presence.
 - Launched Account-Based Marketing (ABM) initiatives using ZoomInfo and LinkedIn Conversation Ads.
 - Simplified usage of Marketing Automation using Marketo and Salesforce integration for better Lead Nurturing.
 - Developed weekly Digital Marketing reporting to measure the success of campaigns using data and KPIs.
 - Worked with Executives, Sales and Product to better target potential partners in the ISV and VAR space.

Fleetcor
(FinTech - Payments)
2019-2020
fleetcor.com

DIGITAL MARKETING DIRECTOR

- Director of Digital Marketing for Fuelman.com and FleetcardsUSA.
- Completed the redesign of Fuelman.com focusing on eCommerce and conversion rate optimization.
 - Increased apps by 12% and leads by 24% during Q4 2019 using Look-alike campaigns on Paid Social channels
 - Managed the relationships with Digital Sales, Product Marketing and Marketing.
 - Focus on optimizing UX/UI to deliver more revenue and gallons.

Worldpay US
(FinTech -Payments)
2017-2019
worldpay.com

SENIOR DIGITAL MARKETING MANAGER

- Expanding Worldpay US Digital Marketing effort by creating Paid Social, Email Marketing, and other campaigns.
- In charge of A/B Testing, contributed to a 22% decrease in Cost Per Account (CPA) using optimization techniques.
 - Consistently exceeding monthly lead goal for the SEM channel.
 - Launched the first Account-Base Marketing (ABM) campaign in the U.S.
 - Content contributor to Worldpay's blog. Contributed to a 33% increase in traffic using content marketing and SEO.

Sage Software
(SaaS Accounting Software)
2016-2017
sage.com

SENIOR MARKETING CAMPAIGN MANAGER

- Responsible for planning and executing both global and local campaigns for new customer acquisition with focus on demand generation.
- Weekly reporting on all activities including Lead Generation, Revenue an Units sold.
 - Surpassed units and revenue goal for the last 6 months with a \$450,000/quarter budget.
 - Implemented a new content marketing strategy to connect to relevant customer personas provided by Product Marketing.

Southwire
(Electric Manufacturing)
2015-2016
southwireblog.com

DIGITAL MARKETING MANAGER

- Created and implemented SEO/SEM strategy for www.southwireblog.com
- Managed email marketing, PPC and Display ads for all 7 divisions
- Executed and measured experiments and A/B testing: Attract, Engage, Capture, Nurture, Convert & Measure. Improved CTR by 12% over the last 6 months with a \$200,000/quarter budget.

Greenway Health
(SaaS Healthcare Software)
2014-2015
greenwayhealth.com

DIGITAL MARKETING MANAGER

- Recruited and managed a team of 3.
- Increased Web traffic by 107% YoY after completing a website redesign and rebranding (6-month, \$250k) focusing on educating physicians, and offering information about the best practice management solutions .
- Lead generation, branding and social media efforts have also improved Lead conversion rate from 2% to 5%. Implemented a social selling effort across all departments.

b-pack
(SaaS Procurement Software)
2011-2014
b-pack.com

INTERNATIONAL MARKETING MANAGER

- One-man marketing team for a Gartner Magic Quadrant procurement software.
- During my last year, I increased website traffic by 67% and conversion rate by 300% using inbound marketing techniques and data insights to refine the strategy.

EDUCATION

Kennesaw State University
2010

MASTER, MBA International Marketing

International Marketing was a dynamic area of study that included aspects of advertising, marketing, management and Market Analysis. I was also part of the International Student Association.