

Damien Gonot

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Experience

Feb. 2017
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Now

User Acquisition Manager, Hopper (Montreal, QC)

- Managed Hopper’s User Acquisition strategy across all ad networks (Facebook/Instagram, Google Ads, Snapchat, Pinterest, Apple Search Ads...).
- Used Facebook Marketing API to generate & test thousands of targetings and creatives.

Sept. 2016
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Feb. 2017

Campaigns Manager, Konversion (Montreal, QC)

- Managed the digital marketing strategy of multiple clients, including the biggest Google Ads account in Canada in terms of budget. Daily campaigns optimization on Facebook Ads, Google Ads, Bing Ads and other platforms. Client reporting.
- Worked with a team of experts for a wide array of industries, including insurance companies, real estate, retail, travel, for a total of a \$15,000,000 annual budget.

May 2015
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Sept. 2016

Customer Acquisition Associate, Busbud (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.
- 2016 Prix Média Infopresse, category “Best Use of Search Engines” with the “Busbud, two guys, one account (and 500,000 routes)” submission.
- 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.

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 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 with UX enhancing techniques (A/B testing...) in order to rise conversation rate.

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 & School Projects

- May 2012
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July 2012 **Student Welcome Team**, Kedge Business School (Marseille, France)
- Welcomed several thousands of business school candidates from France and all over the world for their admission interviews.
 - Developed skills in communication and community management (Facebook & Twitter) as well as logistics (management of catering and overnight stays).
- January 2012
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March 2012 **Junior Auditor (School Project)**, Auchan (Marseille, France)
- Produced a market study with 4 other team members about price perception for Auchan (second largest retailer in France after Carrefour) for a student challenge in collaboration with a local supermarket staff (department managers...).

Skills and Interests

- Google Ads (including Google Ads scripts & Google Ads API), Bing Ads, Facebook Ads (including Facebook Marketing API), Twitter Ads, Pinterest Ads, Snapchat Ads, Apple Search Ads
- Google Analytics & Google Search Console, AppsFlyer, MixPanel, Amplitude, Hotjar
- Travel (North America, Europe, Asia) & transportation industry
- Last trips: Japan & Taiwan (Summer 2018), Toronto (Winter 2019)
- Data Science: R, SPSS, Pandas & NumPy libraries for Python, SAS, forecasting
- Programmer by passion; Node.js (ES6), Python, R, Ruby, Lua, SQL, HTML5/CSS3, \LaTeX
- Interests in Functionnal Programming: LISP (Scheme, Clojure), Haskell, Elm
- OS X, Archlinux, Vim, Bitcoin

Languages

French (Native)
English (Bilingual)
German (Intermediate)
Chinese (Beginner)