

# Philippe Capelle

Global Head of Digital Marketing

📍 London, UK

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## Languages

Spanish

English

Italian

French

## About

Hands-on Senior Digital Marketing and E-Commerce Leader with 14 years of international experience leading global digital strategies and implementation of complex, enterprise-level digital projects in global B2C and B2B environments. Developing organizational capability, and competence, in digital. Work closely with executive stakeholders on digital strategy development, governance, operations and performance reviews. Leading teams managing all aspects of digital operations: digital marketing, social media, digital development (websites and mobile apps), analytics, content strategy, online brand protection. Good interpersonal and talent management abilities

### BRANDS WORKED WITH

Accor Hotels Group

Ebay Classifieds Group

Jeune Afrique/unesco Reports (Eastern & Southern Africa) & Cppd

Nestlé S.A. – Digital Coe

Novakid

Wake up Communications

Wirex

## Experience

### ● Global Head of Digital & Mobile Marketing

Ebay Classifieds Group | May 2019 - May 2022

Responsibilities I lead a team of 22 digital marketing experts, overseeing all Performance Marketing channels (Paid Search, Programmatic, Paid Social, Mobile App, Retargeting, CRM) and I define, implement and develop growth strategy on Mobile Marketing on Paid, Earned and Free channels, through acquisition, activation and re-engagement digital activities globally (18 countries). Me and my team own the marketing budget and are responsible for building the online brand awareness, targeting the right consumers, implementing a B2C strategy and ensuring customer acquisition and conversion, while improving web/app traffic, bounce and dwell, downloads, subscriptions, CPA, CTR and end-to-end ROI. On top of managing the team and different local stakeholders, I also provide hands-on support to the business on different marketing channels, based on local needs to ensure business objections are met.

### ● Regional Performance Marketing Manager (EMENA)

Nestlé S.A. – Digital Coe | Jul 2017 - Apr 2019

Responsibilities I play a strategic role in EMENA in the leadership of key digital projects including online planning and insight, search marketing, content production, programmatic advertising, high quality CRM and Customer acquisition programs. My role consists in defining and orchestrating the regional digital acquisition strategy across the 35+ markets of the zone by helping local stakeholders build scalable multi-touch programs and campaigns, increasing capabilities and tech stack to enable data-powered decision and optimization in all performance marketing and e-commerce-oriented activities.

### ● Digital Marketing & Performance Marketing Manager

Ebay Classifieds Group | Feb 2014 - Jun 2017

Responsibilities I built scalable digital and ROI-driven strategy, implementing new techniques and testing new channels while driving best-in-class digital marketing effectiveness. I cover all Performance Marketing channels (including PPC, programmatic display, behavioural remarketing, paid social marketing, Mobile App Marketing). The company has been going through a digital transformation process with significant changes of its MarTech stack, processes, CX Strategy and People skillsets, something I was leading on a global level. I was managing an online budget of \$20 million and responsible for driving efficiencies.

### ● Regional Head of E-Commerce and Digital Marketing

Accor Hotels Group | Sep 2011 - Dec 2013

Responsibilities Owned digital marketing strategy of the group across the Southern Europe Region, managing a team of 6 across 3 countries (IT, ES, PT). Drove ROI and product sales for 7 branded websites (Accorhotels.com, ibis.com, Mercure.com, Novotel.com, Mgallery.com, Pullman.com, Sofitel.com) by devising and managing targeted marketing campaigns (social and digital media, paid search, content strategy, lead nurture, etc.), online customer experience, and test plans. Developed and cultivated strategically critical relationships with IT, Traditional Marketing, Product and other key stakeholders. I was accountable for a significant online budget (€6 million) split over three countries. In a challenging industry with market share at risk I have led a number of changes which have positively influenced performance whilst motivating my team to work together to drive further improvements.



- **Start-up owner & B2B Digital Marketing Manager**

Wake up Communications | Sep 2008 - Aug 2011

Responsibilities

Clients included Gas Jeans, Tradedoubler, Libya Airlines, Yagg, L'avion/Openskies.

Managed online campaigns with client's team including PPC, SEO, Display advertising, bloggers and PR strategies

Created, managed and optimized Email Flight campaigns for various clients

Created and optimized content based on consumer data and insights, working closely with marketing and design teams to ensure brand guidelines are met 2002 - 2008 Mar 2003 - Apr 2008

- **International Press Advertising Manager**

Jeune Afrique/unesco Reports (Eastern & Southern Africa) & Cppd | Aug 2002 - Aug 2003



- **Marketing Director**

Novakid | May 2022 - Oct 2023



- **Chief Marketing Officer**

Wirex | Oct 2023 - Now