



Pierrick Leydet

Digital marketing & Communication

Paris, France

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Languages

Français

Anglais

About

7 years related web marketing/e-commerce business experience.
Online acquisition levers management to increase traffic & new customers through Branded & ROI campaigns.
In-depth understanding of digital industry.
Analytical, strategic and creative thinking in order to manage revenue goals while staying ahead of industry and channel trends.

BRANDS WORKED WITH



Experience



● Online Acquisition Manager

Groupe Rocher | Jan 2016 - Nov 2021

- Online Traffic & Acquisition Manager - Dr Pierre RICAUD FR & Western Europe
- Drive the online traffic and new customers acquisition strategy on FR/OE websites
- Drive the acquisition strategy on performance basis (SEA, RTB/Display, Affiliates, Retargeting, Social Advertising, Native Advertising, Emailing marketing, Partnerships)
 - Paid campaigns across all platforms desktop and mobile
 - Attribution/contribution measurement (Easyence)
 - Media efficiency measurement : Visibility / Brand Safety / Fraud (Adloox)
 - Optimization of the related elements (tracking, landing pages, UX, A/B Testing)
- Drive partners according to the set budget, goals and KPIs with an ROI approach.
- Drive SEO strategy to increase organic traffic
- Website analytics (Google Analytics)
 - Analyse and optimize campaigns/site performance and UX to drive conversion
- Drive internal and external partners to develop a strong and unique brand identity to attract new customers
- Team management (3 CDI / 3 interns)

[Voir moins](#)

● Social Media Advertising

Dentsu Aegis Network | Nov 2014 - May 2015

- Social Media campaigns management.
 - Implement, monitor and optimize campaigns launched on Facebook / Twitter / LinkedIn platforms on a performance basis
 - Follow main KPIs on a daily basis
- Recommendations and reporting analysis.
- Pitch ideas about optimizations and e-business issues.

- Competitors and business monitoring.

● Search Engine Advertising

Omnicom | Jan 2014 - Nov 2014

- SEA / YouTube campaign management.
(Nissan France/Europe)
 - Implement, monitor and optimize campaigns launched on Adwords / Yahoo Bing / Youtube platforms on a performance basis
 - Coordinate Local and International SEA strategy
 - Follow main KPIs on a daily basis
- Recommendations and reporting analysis.
- Pitch ideas about optimizations and e-business issues.
- Competitors and business monitoring.

● Marketing Project Manager

Groupe Altice Media | Oct 2012 - Oct 2013

- Audience Analysis (ONE ; OJD-DFP ; Prémium).
 - Draw internal analysis.
 - Update and enhance group commercial pitch.
- CRM
 - Define optimization strategy (use policy ; database qualification).
 - Monitor and optimize client manager teams campaigns.
 - Recommendations and reporting analysis.
- Survey monitoring on subscribers database (Studio Ciné Live new print formula ; L'Entreprise new digital formula).
- Competitors and business monitoring.
 - Run internal blog and newsletter.

Voir moins



● Assistant Media Planner

CHANEL | Feb 2011 - Aug 2011

- Média Planning (TV ; Press ; Cinema ; OOH)
 - Reflexions about media opportunities for all departments (RTW; beauty&fragrance; watchmaking)
 - Monitor cross-media campaigns planning
 - Coordinate the different stakeholders : Brand/Agency/Medias
 - Competitors and business monitoring
- Monitor Media relations
- Monitor Press Kit

● Assistant Cultural Project Manager

Ambassade de France, Service Culturel | Oct 2008 - Jun 2009

- Monitor French Literature events and conferences.
 - Book Launch ; Youth Festival
- Logistic, operational and financial monitoring.
- Public and Press relations.

Education & Training

- 2014 - 2014 ● **Média Institute**
Online Strategy & Communication,
- 2012 - 2013 ● **Université Panthéon Assas (Paris II)**
Master 2 Marketing & Communication des Entreprises,
- 2006 - 2011 ● **Sciences Po Aix en Provence**
Master 2 Information & Communication Institutionnelle,