



Ludovic Pelchat

Marketing Director | E-Commerce Director

📍 Montreal, QC, Canada

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Languages

English (Native)

French (Native)

About

Results-driven marketing leader with expertise in strategic leadership, team management, and brand strategy. Proven track record in driving revenue growth through innovative, data-driven campaigns across digital channels. Excellent written and oral communication skills, known for creativity and building strong stakeholder relationships. Seeking a Marketing Director role to leverage skills in driving organizational success and fostering business growth.

BRANDS WORKED WITH

Globalia Web

Guillevin International | B2B

RONA Lespérance

SPI Health & Safety | B2B

Experience

● E-Commerce Director

Guillevin International | B2B | May 2021 - Mar 2023

Building upon my previous position, I hired and led a team spearheading strategic initiatives focused on driving growth in e-commerce revenues and adoption, both internally and externally.

- Managed a team of direct reports and multiple freelancers/agencies, providing guidance, mentorship, and fostering a high-performance culture aligned on KPIs.
- Leveraged digital marketing channels, including SEO, social media, content marketing, ABM, and data analytics, to optimize campaigns and enhance customer engagement.
- Led the development and management of a comprehensive e-commerce roadmap focused on offering an exceptional user experience through continuous optimization of the platform.
- Monitored industry trends, conducted market research, and utilized data insights to inform strategic decision-making and drive business growth.

● Digital Marketing Coordinator

Guillevin International | B2B | Oct 2018 - May 2021

Reporting directly to the CEO, my role was to envision, develop the company's digital marketing presence and launch a revamped e-commerce platform. Over time, my role naturally evolved into the establishment of the company's first-ever marketing department and marketing plan.

- Successfully launched the company's e-commerce website, driving significant growth in online sales and expanding the customer base.
- Collaborated closely with suppliers to create co-branded marketing campaigns, driving brand awareness and revenue growth while maximizing our \$1.2M+ coop marketing budget.
- Revitalized the company's online presence through strategic digital marketing initiatives, resulting in increased brand visibility and customer engagement.
- Collaborated with senior executives, sales teams, agencies, and vendors to effectively communicate marketing strategies, gain buy-in, and align efforts.

● Digital Marketing Specialist

SPI Health & Safety | B2B | Jan 2018 - Oct 2018

In this role, I developed and executed B2B digital campaigns that included paid media (PPC, SEM, SMM). I oversaw the content creation for the blog, newsletter, social media, and SEO strategy as well as the email automation strategy (CRM). I worked closely with freelancers and external agencies.

● Digital Marketing Specialist

RONA Lespérance | Oct 2016 - Jan 2018

- **Digital Marketing Specialist**

Globalia Web | May 2016 - Oct 2016