LUDOVIC VALLAT

Passionate about digital & Love helping companies achieve results with digital advertising

24 years old - Driving license & Car
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Experiences

Present – June 2017 — **Facebook - Dublin**
SMB Account Manager

Helping French SMBs to connect with their customers on Facebook and maximize their performance - Improvement of the on-boarding process of new advertisers

Present – Aug. 2016 — **Alpha-Deals.com**
Ecommerce website - Co-founder

Our vision is to make people around the world discover useful & innovative products
My main missions are: Website development, Facebook Ads management with an average budget of 15k€ per month, daily analysis & optimization, supplier negotiations, customer service, formalities. Revenue in 2016 of 290 000€

April 2016 – Aug. 2015 – 9 Months — **Asia Deal Group - Singapore**
Google Adwords Manager

- Adwords campaign management for 8 e-commerce websites around the world: Average budget of $20k per month, more than 50 campaigns managed simultaneously, launch of Search, Display, Gmail Ads, (Dynamic) Remarketing & Customer Match, performance analysis & weekly report. Up to 180% sales growth between 2 months
- Other missions: Facebook Ads & page management, Affiliation (Coregistration & Aggregators), SEO, Content Marketing and development of banners with a design team

July 2015 – Feb. 2015 – 6 Months — **Samsung Electronics - France**
Junior Project Manager - Trade Marketing Telecom

- Management of the promotional operations: Briefing of the agencies, establishment of operational mechanism & weekly analysis of the promotional operations results
- Trade shows management: Specification analysis, optimization of the highlighted products, event coordination & development of new furnitures/Point-Of-Sale materials
- Management of the goodies: Development of new goodies and stock management

2013 – 4 Years — **InovaCrea - Freelancer**
Communication Agency - www.inovacrea.com (French only)

2014 – 4 Months — **Tarmac Aerosave - France**
Marketing Assistant

2013 – 4 Months — **Clover Technologies - Singapore**
Marketing Assistant

2012 – 5 years — **French Red Cross - France**
Replacement in 115 service - Accommodation emergency services

2012 – 4 Months — **Science for BioMaterials (SBM) - France**
Marketing Assistant (2 internships)

Qualifications

2017 – 2014 — **Master Digital Marketing**
Kedge Business School - Bordeaux, France (Full english)

2014 – 2011 — **Bachelor EGC**
Business and Management School - Tarbes, France

2011 — **Scientific A-Level**
School Théophile Gautier - Tarbes, France

Skills

marketing
ADVERTISING sales
AFFILIATION COMMUNICATION
PROJECT MANAGEMENT
teamwork CREATIVE
DIGITAL MARKETING SEO

Technical skills

- Office / iWork
- Google Apps
- Adobe PS - AI - DW
- HTML / CSS
- WP / Joomla!
- Google Adwords*
- Facebook Ads

* AdWords Certified Professional

Languages

- French
- English*
- Spanish
- Filipino

* TOEIC : 910/990 - TOEFL IBT : 99/120

Hobbies

Boxing · Swimming · Traveling · Playing guitar

References

Guillaume Legond
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Perrine Le Bourgeois
Samsung France - Project Manager
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