



# Pierrick Leydet

Digital marketing & Communication

Paris, FR

Pierrick is **Available to work**

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## Links

[LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Digital Business (Advanced)

Marketing Campaigns (Advanced)

Social Advertising (Advanced)

Search Advertising (Advanced)

E-commerce (Advanced)

Google Analytics (Advanced)

## 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

Groupe Rocher

Dentsu Aegis Network

Omnicom

Groupe Altice Media

CHANEL

Ambassade de France, Service Culturel

## 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 (Ad-loox)
  - 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

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- 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,