

Building Brands Through Cost-Effective Marketing and Sales Automation

A tech-savvy, sales & marketing professional, offering 14+ years of experience implementing marketing strategies and optimizing sales processes for lead conversion. Excels at identifying opportunities to drive efficiency, generate revenue, and enhance the customer experience. Expert knowledge of what it takes to succeed in the sales and marketing space. An articulate leader with the ability to drive change, align team members, and promote continuous improvement.

“Emeric is focused on lead generation from all channels, and with us, he definitely helped step up our digital game to win new clients.” – Roman Carel, Founder Athena Advisers

Sales Automation ■ Outbound Strategy ■ Inbound Strategy ■ Growth ■ E-Commerce ■ Affiliate Marketing
■ Content Management ■ Conversion Optimization

Digital Consultancy ■ SEO ■ Email Marketing ■ Pay-Per-Click ■ Mobile ■ Social Media Optimization ■ Business Development ■ Leadership ■ Website Development ■ Media ■ Relationship Building ■ CRM ■ Data Analysis

Languages: English, French, Spanish

Technology:

Microsoft Office, Tableau, Google Adwords, Google Analytics Facebook Ads, LinkedIn Ads, SQL, HTML, CSS

PROFESSIONAL EXPERTISE

SocialIQ – A 360 Digital Marketing Agency

Apr 2019 – Present

Creating Paid Media marketing strategies and converting online traffic into leads and leads into net revenue

Paid Media Lead Partner

Spearheads the creation and execution of PPC strategy to drive client goals. Areas of expertise include growth hacking, outbound tactics, email marketing, database management, social media, and PPC campaigns.

Optimizing performance, decreasing Cost-Per-Acquisition and increasing Median Revenue per lead for clients in Real Estate, Hospitality, Retail and Consumer Goods. Analyzes past and current campaigns to report on metrics. Advises clients on business development opportunities. Responsible for achieving KPIs for inbound MQLs. Building and scaling complex B2B marketing campaigns using ABM model.

- **Managing a \$5,000,000** yearly budget

Athena Advisers – London, UK

Oct 2016 – Mar 2019

An integrated real estate agency with 7 offices worldwide.

MARKETING DIRECTOR

Shaped the general digital marketing strategy and progressed their online brand with the implementation of Google Adwords, Facebook Ads and LinkedIn strategy through Webinar, White Paper and Roadshow. Overhauled multiple portals to amplify conversion. On-page SEO: Updating copy to improve search engine ranking. Lead Generation through funnel creation, database management and marketing automation. Engaged in online communities. Monitored PPC and social media campaigns for effectiveness. ROI optimization (2x).

- **Grew lead generation 102% and net sales 160%+** through the creation and ongoing management of PPC and social media marketing campaigns while partnering with 3rd party agencies.
- **Increased SEO traffic 60%+** by optimizing website copy on the Athena Advisers & French Private Finance sites.

MANAGING PARTNER

Steered product development for a new website. Established the business model and overall roadmap. Outlined platform specifications and business requirements. Identified the various channels of marketing distribution. Enhanced customer experience using UI and UX.

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Emeric Lefort

- **Designed and launched a private home short-term rental platform**, Athenacollection.com, to include concept, platform specification, product strategy, merchandising, deployment, and day-to-day management.

Karma Group Global – Singapore

Oct 2014 – Sept 2016

An award-winning international travel and lifestyle brand.

SALES & MARKETING DIRECTOR

Managed a team of 25 across 5 departments to include Sales, CRM, Design, Development, and Telemarketing. Created and executed a plan to increase website traffic and online bookings. Integrated and utilized Sugar CRM platform.

- **Propelled leads 160%+ and net sales 80%+** by cross-selling related ticket and experiences
- **Achieved an ROI increase of 80%** through the execution of online marketing campaigns

SeLogger.com / Ixago – Paris, France

Nov 2012 – Oct 2014

French company creation winner providing Buy to Let services with high-end services

MANAGING PARTNER

Acted as a managing partner in a start-up project called Ixago to oversee business development, outbound strategy, and marketing strategy. Recruited and led a team of 12. Day-to-day operations included Lead Management and overall conversion rate optimization (CRO).

- **Built targeted B2B databases** using sales intelligence integration
- **Enhanced B2C & B2B offers through PPC** (Google Ads, Facebook Ads) using geo-localized campaigns
- **Winner of the French Company Creation contest** in September 2012 & CREACC contest runner-up in 2012.

Groupe Travelfactory - Locatour – Paris, France

Jan 2009 – Nov 2012

French and Spanish vacation rental leader

SITE MANAGER

Directed online traffic and website conversions managing cost (CPA, CPL, CPM, CPC). Developed Travelski.com and Locatour.com. Oversaw white labeling of Lastminute, Opodo, Nouvelles Frontières, Havas Voyage. Evaluated new business opportunities. Led radio advertising and public relations. Generated metric reporting.

- **Boosted average order value 20%** by cross-selling related tickets and experiences
- **Improved net sales 96%+ and ROI 20%** through the execution of online marketing campaigns.

Pierre & Vacances Conseil Immobilier – Paris, France

Sept 2006 – Jan 2009

Leader in the construction and management of residence.

E-MARKETING PROJECT MANAGER

Translate business priorities into online marketing strategies and tactics. Attract potential candidates, convert leads to sales, and retain customers with PPC strategies, community management, newsletters, and email marketing. Manage the affiliate marketing program and PR communication. Track metrics to report out on ROI.

- **Drove 35%+ unique visitors to the website** with the creation of B2C and B2B digital strategies across the European market, SEM campaigns, SEO, and executing a public relations plan.
- **Enhanced revenue 25%+** with the implementation of an affiliate program and email marketing.

EDUCATION & TRAINING

MBA with Concentration in Marketing ■ *MBA ESG* 2006

Master's Degree in International Economics ■ *Universidad Autonoma de Madrid* 2005

License in Marketing ■ *Universitat de Barcelona* 2004

Degree in Economics ■ *Université Paris Dauphine* 2003