

LOUIS GIULIANI

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Results-driven marketer with product management skills and a proven track record in developing innovative 1M€+ marketing strategies to drive revenue and user growth. Expert in elevating Marketing Technology Stacks enabling advanced tracking and data-driven decision-making. Adept at aligning stakeholders to deliver solutions tailored to Business Objectives. Recognized by peers for demonstrating strong leadership skills, driving resources and bringing together key internal and external stakeholders from cross-functional teams to ensure strong project execution.

PROFESSIONAL EXPERIENCE

Performance Marketing Manager & Marketing Technology Lead

Sept. 2022 - Present

Vestiaire Collective – Kering-backed Second-hand Luxury Fashion Scale-up – Unicorn Status

Paris, France

- **Media P&L Ownership and Budget Management:** Owned and managed a 1M€+ Performance Marketing budget across 4 geos & 5 marketing channels (Google Ads, Meta Ads, Tiktok Ads, Apple Search Ads, Criteo).
 - 2024 performance: +33% YoY ad revenue growth and +44% YoY increase in ad-acquired new customers. Drove CAC -20% YoY and ROAS +16% YoY in 2024 with a +15% YoY increase in ad spend.
 - Market expansion: Expanded and managed Performance Marketing activities in 13 markets across Europe, Asia, and the Middle East, launching 5 from scratch. Secured a +41% budget increase over two years to support this growth.
 - Ad products managed: Google PMAx & Shopping, Search, UAC & YT. Meta Advantage+ App Installs & Shopping Campaigns (AAA-ASC), Apple Search Ads, TikTok Ads & Criteo.
- **Marketing Technology Leadership and Cross-Functional Collaboration:** Defined a clear MarTech roadmap to drive impactful projects, coordinating resources across business, product, data, engineering, procurement and legal teams. Projects managed:
 - Revamped the web and app MMP tracking (+21% conversion signals).
 - Improved Google & META first-party audience setup (+366% match rate) & Improved feed quality.
 - Implemented Google Consent Mode (70% conversion signal recovery from CMP opted-out users) and enhanced Meta S2S tracking with CAPI (+12% Meta reported orders).
 - Partnered with our MMP Adjust to develop the most suitable iOS SKAN4 conversion schema for us.
- **Stakeholder alignment & Senior Leadership reporting:** Delivered clear, actionable updates and project outcomes to stakeholders & senior leadership to ensure visibility, alignment and clarity.
- **Performance Optimization:** Piloted A/B tests, incrementality tests, and pre-post tests to optimize performance marketing outcomes.
- **Partnership Management:** Built strong relationships with marketing channels and tools to maximize performance marketing impact.
- **Industry Expertise:** Stayed ahead of trends, implemented best practices, and competitor activities to maintain a competitive edge.

Digital Marketing Strategy and Ops Independent Consultant

Dec. 2021 - Present

AVANTIR LLC – Digital Marketing & Web Development Solo Consultancy Venture

Paris, France

- **Website Development and SEO:** Built and optimized two client websites with Webflow and Wordpress, organized the websites architecture, internal linking, and improved technical SEO. Achieved a Google SiteSpeed Score of up to 96%.
- **Paid Campaigns Optimization:** Designed, launched, and managed Demand-gen Google Ads campaigns for a niche high price-point B2B web accessibility actor, delivering qualified leads at a profitable CPL for services priced between 2,000€ and 8,000€.
- **CRM Deployment and Automation:** Deployed 3 CRM systems (HubSpot, Braze, Brevo) with bespoke reporting dashboards & automated workflows to enhance client engagement and retention strategies.
- **SEO & SEA Audits:** Conducted SEO and SEA audits, identifying optimization opportunities to improve visibility, traffic, and campaign performance. Developed bespoke digital marketing strategies aligned with client objectives and market trends.
- **Client Communication and alignment:** Conducted thorough client need assessments to deliver tailored, impactful solutions. Simplified complex information to ensure clear communication with clients of varying expertise levels.

Growth Marketing Manager

Aug. 2021 – Feb. 2023

Tempr – Start-Up n°1 2021 “Les Pepites Tech” by French Tech | Part-time consultancy work from Sept 22 to Feb 23

Paris, France

- **Lead-Gen and Automation:** Orchestrated LinkedIn and email marketing automation strategies using Hubspot, Phantom Buster & Apollo.io, generating over 4,400 Marketing Qualified Leads in the B2B AdTech tools market. Also Automated outreach campaigns targeting investors for funding and top talents for recruitment using Crunchbase, Apollo.io and Walaaxy.
- **Paid Campaigns Optimization:** Launched and optimized paid search and social ads campaigns to generate B2B leads and book demos, effectively driving sales pipeline growth.

- **Website Management and SEO:** Managed the tempr.ai website, achieving a 94% Google SiteSpeed Score, creating 11 high-performing landing pages, and implementing an advanced GDPR-compliant tracking plan. Developed and executed a comprehensive SEO strategy, including keyword research, site structure optimization, internal linking, and netlinking, to improve organic search rankings and increase traffic. Used tools like Screaming frog, SEM Rush or Majestic to deliver the projects.
- **CRM and Email Marketing:** Structured HubSpot CRM workflows, implemented robust data collection and segmentation processes, and managed email campaigns to nurture leads and boost conversions.
- **Cross-Functional Collaboration:** Partnered closely with Sales and Product teams to ensure messaging alignment and achieve shared goals, while reporting directly to the CEO and VP of Sales for seamless cross-functional coordination.

SEO and Digital Marketing Manager

Sept. 2020 – Aug. 2021

Netinvestissement - Financial Investments Marketplace

Bordeaux, France

- **SEO Strategy and Site Architecture:** Spearheaded the creation of seven semantic silos (20–25 pages each) using audience-focused keyword research, resulting in 4,200 optimized internal links and enhanced site architecture. Optimized 200+ articles, contributing to the 90% SEO-driven traffic of 200K monthly website visitors.
- **Content and Engagement Growth:** Scaled YouTube strategy by proposing trend-based video topics, helping the channel reach 7.1M views by August 2021. Redesigned newsletters with Brevo, achieving a 140% increase in CTR.
- **RFP & Agency Management:** Led a competitive RFP process to onboard a new SEO agency, implementing data-driven strategies to improve site structure, search rankings, and organic traffic with an award-winning agency.
- **Automation:** Identified automation opportunities and developed Python-based automation solutions, saving 210 work hours annually.

E-commerce Store Owner and Manager

Jan. 2019 - Feb 2020

Adeline Leblanc - E-commerce Solo Venture

Aix-en-Provence, France

- **SEO Optimization and Website Development:** Designed and developed my Shopify website with a focus on SEO & UX best practices, implementing effective on-page and off-page SEO to significantly improve visibility and organic search rankings.
- **Paid Campaigns Optimization:** Created and launched video and image ad campaigns on Meta using Photoshop and Adobe Premier Pro, driving engagement and conversions across five countries.
- **Brand Development:** Created the company's visual identity and messaging to establish a strong brand image, fostering customer trust and recognition.

RECOMMENDATION LETTERS

- [Mr. BREILLOT: VP Performance Marketing at Vestiaire Collective](#)
- [Mr. FERRARI: Independent & McKinsey Sr. Advisor | Harvard MBA](#)
- [Ms. DANA: CEO Kaskad & Tempr | Forbes 30 under 30 France](#)
- [Mr. GARCIA: Head of Engineering at Vestiaire Collective](#)
- [Mr. DOUANGPHOUXAY: Director Data Analytics at V. Collective](#)
- [Mr. LeGALL: VP Revenue at AVOW](#)
- [Ms. GAN: VP Finance & Planning at Vestiaire Collective](#)
- [Ms. CHAZAL: Tech Solutions Consultant at Google](#)
- [Mr. VILLETTE: Client Solutions Manager at META](#)
- [Ms. LIAKOU: Senior Manager at Amazon UK](#)
- [Ms. Le SIDANER: Head of Sales Spain at Displayce](#)
- [Ms. SKOBELEVA: Head of Marketing at Wiremind](#)

EDUCATION

Master's degree in Management

majoring in Digital Marketing and Data Analytics

SKEMA Business School Paris | English-Track | Class President

2-Year degree in Business Administration and FP&A

IUT of Aix-Marseille University

LANGUAGES

French (Native)

English (Fluent)

TOOLS AND COMPUTER LANGUAGES

- Snowflake
- Adjust
- Smartly
- Braze
- SEMRUSH
- Hubspot
- Google Analytics & Tag Manager
- Google Merchant Center
- Google Data Studio
- Google Search Console
- Tableau
- Microsoft 365 Suite
- HTML & CSS
- SQL
- VBA
- PYTHON & JAVASCRIPT
- ChatGPT & Perplexity.ai
- Google Workspace Suite