

Céline Gerakin

DIGITAL MARKETING

OBJECTIVE

I have a wide range of experience with SEM and Social Media Marketing on a local and national level. I feel that my analytical mind paired with my experience and love for digital marketing make me a well rounded marketer. I am looking for a company where I could thrive and grow within a team of fun coworkers.

SKILLS

Experience in managing customer acquisition campaigns at scale. Knowledge of various paid digital marketing channels including: remarketing, mobile and app install advertising. Strong leadership skills and ability to manage a team. Great ability to turn new ideas into valuable projects and take full ownership. Goal oriented and able to work under pressure in fast paced environment. Capable of setting priorities, meeting deadlines and handling large budgets. Effective working alone or as a cooperative team member. Outgoing and energetic with strong communication and interpersonal skills. Excellent cat herder and good sense of humor!

EXPERIENCE

SENIOR PAID MARKETING MANAGER • EBATES INC

May 2012 to Present

Currently leading the acquisition campaigns and growth initiatives for Ebates.com and Ebates Canada. This includes managing Paid Search, PLA, Facebook Ads, Display Advertising, Retargeting and Mobile App campaigns.

- Manage a team of 4.
- Fully own a multi-million dollar budget and can determine the right investment allocation by tactics to drive maximum results.
- Effectively manage and optimize multiple search accounts, hundreds of campaigns and hundreds of thousands of keywords.
- Responsible for all aspects of launching and managing product listing ads (PLA) program. Successfully qualified to be part of Google Merchant Center and Bing shopping despite Ebates' affiliate status. Now managing PLA campaigns with a total of ~600K SKUs.
- Lead tests to improve user-flow and increase KPIs (sign ups, shopping trips & orders), needed to maintain a 40% yoy growth.
- Use metrics to measure/analyze performance and create feedback loops to adjust bids using SQL server and in-house algorithm.
- Constantly sift through data looking for anomalies, break points and opportunities on a daily basis.
- Collaborate with senior stakeholders across design, sales, business intelligence, product and web developer teams to deliver customer experience enhancements that benefit the paid marketing channel.
- Partner with Ebates' stores and affiliates to create new customized campaigns.
- Actively create new landing pages, set up A/B tests and analyze data to improve conversion rates.

HEAD OF DIGITAL MARKETING (VOLUNTEER) • PACIFICA BEACH COALITION

June 2014 to Present

- Manage a team of 2-4.
- Create and lead efforts for email marketing campaigns.
- Manage geo-targeted SEM campaigns.
- Distribute valuable, relevant and consistent content to attract and retain volunteers (to help at the beach cleanup or administrative tasks).
- Develop Social Media strategy to grow Facebook likes and Twitter followers.



1 JOHNSON PIER,
HALF MOON BAY CA



(415)306-6877



CELINE.GERAKIN@GMAIL.COM



LINKEDIN.COM/IN/CELINEGERAKIN

EDUCATION

IDRAC Paris 2007

Master in Business & Management

College of Marin 2008

Mass Media & Communication

TOOLS/SOFTWARE

Google Adwords	●●●●●
Google Analytics	●●●
Google Merchant Center	●●●●●
Bing Ads & Editor	●●●●●
Facebook Ads	●●●
Criteo	●●●●●
Constant Contact	●●●●●
MailChimp	●●●●●
Wordpress	●●●●
Excel & Google Sheet	●●●●
Microsoft Suite	●●●●●
SQL Server	●●

LANGUAGES

English	●●●●●
French	●●●●●
Spanish	●●●●●

FUN FACTS

Love making costumes.

Fix my friends' jewelry.

Created EbatesCARES with my coworkers to give back to the community.

Terrible cook but make excellent crêpes!

- Find new sources of funding by doing research and thinking out of the box.
- Own overall strategy and planning for the website, and act as project manager for revisions and updates.

OTHER WORK EXPERIENCE

ONLINE MARKETING COORDINATOR • DACAST

October 2011 to May 2012

Completely owned all online marketing channel managing campaigns from SEM, SEO, Social Media to Email. Worked in collaboration with the sales team to identify and test new potential avenues in order to generate new qualified leads. This involved good creative skills, ability to manage and prioritize multiple projects and meet deadlines.

GROUP TOUR COORDINATOR • GO WEST TOURS

November 2010 to August 2011

Organized bus tours for French tourists coming to the United-States. The tasks consisted of booking restaurants and activities before the tour and working with the tour guide during their stay. This involved great project management and customer service skills as well as ability dealing with stress.

VOLUNTEER & CONSULTING EXPERIENCE

PACIFICA BEACH COALITION • NON-PROFIT

- Member of the Steering Committee.
- Beach cleanup Site Captain at Pillar Point, Half Moon Bay.

CONSULTING FOR LOCAL BUSINESSES • FAT FROG FIXES

Skarkstewards.org

- Currently redesigning Shark Stewards' website & planning their online marketing strategy.

Wendywaller.com

- Create email campaigns and update website on monthly basis.

Pacifibeachcoalition.org

- Redesigned the website using Wordpress.
- Trained Site Captains to use new tools and better recruit volunteers.
- Led implementation of the first online registration forms.



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