

Benoit Duverneuil

Senior Marketing Executive • Multichannel Marketing, Analytics & Optimization Specialist

2608 SW 189th Avenue - Miramar FL 33029 • (954) 562 5370 • bduverneuil@gmail .com

Profile

Customer Focused • Analytical • Creative • Flexible • Attention to detail

Results Driven Marketing Professional & Serial Entrepreneur with 15+ years experience in planning and executing offline and online marketing strategies resulting in increased revenues and brand visibility. Positive team builder, leader and contributor. Effective in working with budget limitations, strict deadlines, high-pressure and fast-paced environments.

Competencies include:

- Multichannel strategy
- Media Planning
- Business Development
- Project Management
- Web Analytics
- Branding / e-Reputation
- SEM/SEO Optimization
- Site & Conversion Optimization
- Social Media Optimization

Ecommerce & Online Marketing Expertise

Multichannel Marketing

Over 15 years of experience with startups and large corporations in marketing leadership roles to support business units in both B2B and B2C categories. Throughout my career, I have focused on my passion to define and develop brand strategy, launch dynamic new product introductions, effectively target marketing programs, and cultivate loyalty and retention programs through both online and offline mediums.

- Designed overall marketing programs for several startup companies, including brand strategy and development, online marketing, loyalty and direct marketing, public relations, and advertising.
- Created innovative sales and profit driving marketing strategies to support product launches, sales promotion, customer loyalty program, store openings, brand enhancement for top telecom companies such as AT&T, Verizon, Comcast, Dish...
- Successfully planned, launched and optimized national campaigns including Black Friday and CyberMonday at Systemax, the 25th largest customer-facing multichannel brands (Internet Retailer Magazine), with overall transacted full-year sales of \$3.4 billion in 2013 and over 3 million weekly visitors and orders shipping worldwide.
- Designed, planned and supervised the execution of events, trade shows, business meetings and research trips for groups of companies in the U.S., Asia & Europe.

Ecommerce, Merchandising & Customer Acquisition

10+ years experience within the e-commerce space, creating, managing, and growing revenue in multiple verticals.

- Successfully leveraged both analytics and data warehouse capabilities with multiple clients to create associative and relational insights into the buying habits of in-market consumers.
- Transformed Norwegian Cruise Line into a data-driven organization by managing the implementation and deployment of a custom web analytics platform.
- Launched ecommerce startups with \$0 in sales and grew them to multi-million dollar ventures in just a few short years. Managed a team of multiple vendors, and marketing professionals located worldwide.
- Managed over a dozen e-commerce clients on multiple platforms – including home-grown and proprietary solutions.

Search Engine Optimization (SEO) & Search Engine Marketing (SEM)

12 years experience managing technical, content, and link building aspects of SEO for dozens of companies and organizations, 14 years' experience building, managing, and growing SEM campaigns with a career spend of over \$33M to date.

- Managed SEO strategy for web properties owned and operated by Norwegian Cruise Line.
- Introduced SEO agency products to International clients (Huawei, Opodo, TigerDirect...), immediately capturing dozens of new business opportunities for their brands. Work included creation of a customizable program, which grew to manage a multi-million dollar SEO budget for content acquisition, technology restructuring, and inbound link building.
- Successfully captured key terms such as "webdesign festival", for the International Webdesign Festival, generating hundreds of thousands in incremental yearly revenue through new sponsoring opportunities.
- Deployed SEM strategy at NCL.com on 3 search engines.

- Managed a team of 3 paid search professionals handling over 20 clients and an aggregate spend of \$3.9M per year with various digital agencies.

User Experience (UX), Site Testing & Usability, Web Analytics & Optimization

- Over 12 years experience handling the technical and design aspects related to online marketing and ecommerce, including UX strategy, A/B and MVT testing, and deep analytics usage.
- Designed and managed Creative and UX strategy for dozens of major brands such as AT&T, Verizon, Comcast, Dish, Time Warner, Norwegian Cruise Line, Huawei and more...)
- Over 10 years of site testing knowledge utilizing tools such as Omniture Test & Target, Sitespect, and Google Website Optimizer. Direction and execution of hundreds A/B and MVT tests has directly contributed to the generation of millions of dollars in incremental revenue.
- Increased traffic-to-lead rate by 900% and online conversion by 300% on NCL.com
- Successfully launched and managed an eye tracking research program with a European University and a Start-up Accelerator (Limousin Expansion).
- Expert in Usability, Optimization, Site Performance, and Customer Satisfaction. Studied Captology (persuasive technology) at Stanford University.
- Owns several patents for the UI of Cruise.me, a startup company.

Affiliate & Email Marketing

- 6 years of expertise focused around the creation of affiliate and e-mail marketing channels. Management of a dozen affiliate programs, as well as multiple transactional and marketing campaigns through e-mail.
- Launched and managed over a dozen affiliate marketing programs for multiple clients. These programs have been managed through Linkshare, Commission Junction, and Google.
- Utilization of multiple e-mail marketing platforms, ranging from small to enterprise solutions such as Strongmail, CheetahMail, ExactTarget and Responsys.

Product Development & Project Management

Long standing history of developing profitable web based product offering in multiple roles. These have ranged from home-grown merchandising databases to entire site architectural changes to elicit new user behavior.

- Managed numerous projects totalling over \$ 35 million.
- Launched dozens of micro-sites with varying site functionality, including the introduction of inventory widgets, content merchandising pieces, social media plug-ins, and more.
- Developed and drove go-to-market plans, value propositions, messaging, MarCom creative, and other marketing deliverables for key client’s products and services.

--

Career Experience

VP Marketing (Consultant),

Nutriway

Miami Florida, 2014 - Present

- Responsible for managing public relations, branding, customer marketing, sales support, demand generation, and product marketing. Conducting in-depth competitive analysis and detailed research into target customer segments. Developing positioning, messaging, and sales tools for Nutriway’s leading coaching based weight loss programs.
- Provided strategic media planning and campaign management for b2b and b2c advertisers and agencies, using a variety of online marketing methods SEM/SEO, social media, display and lead generation.
- Redefined product benefits and features to better align with target market needs in the U.S.
- Responsible for product positioning and packaging.
- Managed re-design, production and ongoing updates to nutriwaydiet.com.
- Managed integration with cloud-based call center, CRM and complex coaching/wellness platform.
- Produced sales & marketing content to support new product releases.

Director of Web Analytics,

Elephant Group

Miami Florida, 2013 - 2014

- Manage Web Analytics and Optimization for dozens of web properties on behalf of major telecom brands such as AT&T, Verizon, Comcast, Dish, Century Link and more...
- Manage a team of campaign and ecommerce specialists handling all aspects of merchandising, transactional flows, search engine optimization, social media, email and cross-channel marketing execution.
- Design conversion tactics that generate 15 million inbound calls, 2.2 million customers and 3.8 million products sold per year.
- Designed complex Geo-Marketing strategies combining multiple online-offline data sources and mechanisms such as Dynamic Keyword Inclusion.
- Managed the implementation of a new email & display platform (Responsys), and immediately started generated incremental revenue by enabling remarketing campaigns.

Sr. Web Analyst | Web Intelligence Unit, Director,

Systemax, TigerDirect.com (top-25 omnichannel e-commerce brand) Miami Florida, 2012 – 2013

- Audited web analytics implementation, built governance and new business rules, analyzed historical performance metrics and forecast future results for financial budgeting and tactical marketing resources and business unit leaders.
- Managed projects and provided insights related to first-time customer valuation, Product attachment rate, Marketplace competitiveness.
- Conducted opportunity sizing analysis and provided recommendations for a variety of internal projects and external partnerships.
- Translated SEO website assessments and recommendations into technical requirements. Worked with development and content team to implement enhancements / modifications.
- Used data and behavioral analysis to help improve existing web site usability.

E-Business Consultant, Co-Founder,

Six Business Int. – Code.Me LLC - Abbey Labs LLC

France - Florida, 2006 - Present

- Started own business providing strategic and technical consulting services to start-up companies, governmental agencies, universities and private schools, small businesses and Fortune 500 companies.
- Launched and developed an Interactive agency with a global presence.
- Developed client reporting environments and analyzed web site data. Completed assessments of online marketing and social media strategies. Developed recommendations for online marketing initiatives and led the search optimization / search marketing efforts for both company and clients.
- Maximized the online presence of existing websites and created a unique online customer experience with social media.
- Offered trainings in e-Business, Web analytics, and Social Media for Design & IT schools, and retail companies.
- Exhibited strong interpersonal skills and consulting abilities with clients.

Channel Metrics Analyst,

Norwegian Cruise Line

Miami Florida, 2008 - 2012

- Analyzed web traffic measurements that provided insights on overall site traffic and behavior, effectiveness of usability, product click-thru & conversion, promotional campaigns, e-mail, and other key e-commerce channel assets.
- Developed campaign tagging strategy that proactively addressed vital business needs.
- Developed executive level scoreboards using tools like Google Analytics, Omniture, Hitwise, Oracle Hyperion....
- Adjusted future plans by identifying underperforming areas with poor traffic / conversion.
- Partnered with internal and external clients to develop, manage and optimize web analytics and social media measurement strategies, projects and best practices aimed at increasing ROI.
- Defined, monitored and analyzed KPIs to measure website, paid marketing and social media campaign performance. Mapped KPIs and supporting metrics to business goals.
- Performed multi-channel analysis for Online Business Unit teams using demographics, retention, segmentation and transactional data.
- Regularly collaborated with site developers, promotions, marketing, operations, and product managers on projects regarding Omniture tags and tracking.
- Evangelized the use of analytics throughout the company and trained multiple business units.
- Created reports and meaningful analysis that helped identify irregularities, opportunities for improved sales, SEM/SEO, and Multichannel strategies.

Program Manager / Web Coordinator,

Regional Development Agency

Limoges, France, 2001 - 2006

- Launched and managed a Technology Cluster (startup incubator + seed programs + university + institutions + private funds) dedicated to Web Design and e-Commerce.
- Provided strategic consulting services to hundreds of startup companies (business plans, strategic partnerships, branding, marketing and sales, international expansion).
- Managed the development and strategy of several websites and improved lead generation.
- Initiator of the International Web Design Festival, the largest event dedicated to online user experience, Web UI and usability.
- Responsible for the development of the International Web Design Festival in 17 countries.
- Developed a Web-Analytics department supporting collaborations between companies and laboratories using eye-tracking and multiple data analysis solutions.
- Planned, managed and facilitated a Regional Information Network. A management peer group for 45 non-profit organizations (2,600 volunteers) sharing best practices.

Education

M.I.T Sloan, Boston, Massachusetts,
Management & Leadership Executive Certificate, started in March 2015 – ongoing
Program includes Big Data, Finance, Intelligent Organizations, Strategic Marketing...

University of Limoges, France,
MASTER 1 (Sciences) in INTERNET TECHNOLOGIES AND DEVELOPMENT, 2005 - 2006
(graduated with honors)
COLLEGE DEGREE in CULTURE ADMINISTRATION, 1996 - 1998 (graduated with honors)

Suzanne Valadon College, Limoges, France
Major in Business Administration, 1993 - 1996 (graduated with honors)

- Digital Analytics Fundamentals (Google, 2013)
- Google Analytics Certification (Google 2010)
- Strategy and financial Analysis for startup companies (Ernst & Young, Limoges, France, 2005-2006).
- Online Video for Web Marketing (Benchmark Group, Paris, France, 2005).
- English & Chinese for business (Chamber of Commerce, Limoges, France, 2005).

Languages

English, French and Spanish

Technical Skills

- eCommerce : Volusion, Shopify, Demandware, Magento, Prestashop, enterprise solutions...
- UX: Visio, Pencil, Opimizely, Axure, Test & Target, Maximizer...
- SEM : Omniture Search Center, DoubleClick/DART, Kenshoo, AdWords, AdCenter...
- Web Analytics : Omniture SiteCatalyst, Google Analytics, IBM Coremetrics, WebTrends, Hitbox, VisualSciences, Unica, Indexools, ClickTracks, Brio, Cognos, Eye-Tracking...
- Market indicators : Hitwise, ComScore, Nielsen, Quantcast, Alexa, iPerceptions...
- Merchandising : Lead Gathering Systems, Endecca, Rich Relevance, Locayta, Bazaarvoice...
- Database: SQL, database query tools, and complex database design concepts.
- Reporting & Production : Word, Excel, Access, Publisher, Powerpoint, Acrobat, Illustrator, Premiere, Photoshop, Tableau software...
- Internet : Dreamweaver, InDesign, MS Expression...
- CMS Systems: Wordpress, Drupal, Symphony.
- Web 2.0: Blogging, Podcasting, RSS, Microformats, Social Media tools...
- Advertising & Optimization: Online and mobile advertising, Display, Emailing, link building strategies, SEO, Omniture Test & Target, Captology ...
- Languages: HTML4 & 5, CSS3, JavaScript, UML/, J2EE, SQL, XML, PERL...
- Knowledge Management / Sharing: Collaboration platforms, Social Networks & Media.
- Project Management and Data Mining: Microsoft Project, Basecamp, Data Mapping...

Teaching & Conferences

- Educational Speaker for European program 'SENSITIC Atlantic Arc' – (France),
- Web Analytics for eCommerce, governance & process (France),
- Strategy for territorial development & interactive communication - Creazione (Italy),
- eContent Strategy for the International Market - IT Council (China),
- eCommerce, how to improve your CRM? - Chamber of Commerce (France),
- Workshop about Web Design, Credibility & Persuasive Design - University of Quebec (Canada)
- Training Sessions about SEO / SEM and web measurements (France),
- Training Session for IT regional specialists - Ministry of Youth and Sports (France),
- Presentations about e-Commerce (institutions, financial organizations, fortune 500...),
- Course teaching: Rich Media, Buzzmarketing and Captology - Superior School of Advertising, Master Degree students (Paris, France)...

Professional Affiliations

WOMA - Word Of Mouth Marketing Association • WAA - Web Analytics Association
SFIMA - South Florida Interactive Marketing Association
French American Chamber of Commerce

Relevant Interests

Entrepreneurship & Startups • Internet & New Technologies • Blogging • Social Media • Buzzmarketing & Captology • Graphics and Web Design • Video & Photography • Archaeology & drones