

MARTIN VERMOREL

VP Growth & Advisor

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Saint-Germain-En-Laye



WORK EXPERIENCE

Head of Marketing | Comex member

Oyst

05/2017 - Today Paris

1-click ordering solution.

- Design of the e-merchants acquisition funnel: building TOP e-commerce database, lead management machine and process (x10 more merchants in 6 months)
- Website upgrade and content development for leads generation
- Events management: organizing 1st (breakfast, biz lunch, afterwork) and 3rd party events (1to1 Monaco, NRF, BigBoss, etc.)
- Key partnerships, SEO (X6 UV/m), SEA, Social, Email & Digital campaigns
- PR management: LVMH Innovation Award Winner, Grand Prix de l'Innovation Digitale Petit Web, BFM Business, Stratégies, 12:45 (M6), etc.

CMO on-Demand

Cleany, Tiime, Numa, Eleius

08/2017 - Today Worldwide

I help companies launch globally and penetrate new markets thanks to tactics and growth hacking techniques.

- Coaching On Demand: Entire marketing spectrum for a winning marketing strategy
- Build: Define your go-to-market plan, set up your marketing automation system and staff your team with the right talent.
- Accelerate: Target the right prospects around the world with crisp, clear messaging. Communicate impactful content marketing and growth hack your way to the top of your global market.

Founder

Web After Work

04/2015 - Today Paris

The meet-up for the Paris webmarketing community with the best guest speakers. (350 participants/afterwork)

EMEA Marketing Manager

Commanders Act (formerly TagCommander)

11/2014 - 05/2017 Location

European leader in Enterprise Tag Management and Data Management

- Set up and execute all inbound and outbound demand generation programs within Pardot and Salesforce
- Build acquisition strategies via Google AdWords, LinkedIn, Xing, Twitter and Facebook (+50% MQL/m)
- Manage website content and lead flow to hit 50% growth target
- Work on the rebranding strategy via new marketing assets and participating in a major European trade show
- Manage inside sales activity

WORK EXPERIENCE

Associate Marketing Manager

Microsoft

📅 09/2012 - 09/2014 📍 Location

Designing and deploying BtoB marketing strategy for Education to support revenue target.

- In charge of a \$2M marketing budget, defined strategies and tactics for driving awareness (advertising, on&off line campaigns), demand and revenue generation activities with ROI analysis (+17% YoY)
 - Led sales campaign on Office 365 with Student Advantage: 120k licenses sold in 5 months (112% of EOP target)
 - Supported Sales Account Team and managed our telesales to drive sales
 - Demonstrated Microsoft solutions's value, developed dedicated scenarii and represented Microsoft during public events
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EDUCATION

Innovation and Entrepreneurship

HEC Montréal

📅 2016

MSc in Management with a double degree in law

SKEMA Business School

📅 2011 - 2014

GPA

3.5 / 4.0

Two-year diploma in Communication and Network Services

University Paris 13

📅 2009 - 2011

TECHNOLOGIES

HTML

CSS

PHP/MYSQL

JAVASCRIPT

PYTHON

INTERESTS



Diving (PADI Advanced Open Water) and badminton



Oenology, photography and travels



Drums (8 years of practice) and music

AREA OF EXPERTISE

B2B Acquisition & Conversion, Performance marketing, Events, Growth Hacking, High volume acquisition, Long conversion cycles, Nurturing programs, Marketing Automation.
