

# Martin Vermorel

## Senior Marketing Manager

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## ABOUT ME

Modern marketing expert with a strong ROI focus. For the past 7 years, I have been working on projects covering B2B Growth marketing. I am particularly interested in B2B SaaS projects. I have a passion for projects requiring efficient tracking to deliver a strong ROI. I thrive when I lead teams which have marketing and engineering backgrounds.

Area of expertise: B2B Acquisition & Conversion, B2B SaaS, Performance marketing, Events, Growth Marketing, High volume acquisition, Long conversion cycles, Nurturing programs, Marketing Automation.

## WORK EXPERIENCE

### Head of Enterprise Marketing

#### Sendinblue

11/2019 - today Paris - Berlin

Sendinblue is a customer engagement platform helping companies deliver modern and personalized marketing campaigns  
Approx. turnover: 35M€ | 350+ employees | 130K+ customers

- I'm responsible for helping create the marketing strategy that allows Sendinblue to double its annual recurring revenue

### Senior Marketing Consultant

#### Eleius

05/2018 - 11/2019 Paris

Eleius is a team of international B2B marketing professionals offering 360° on-demand marketing services for global success

- Creating and implementing lead generation strategies to accelerate global growth
- Cleany: set up a sales automation tool to win SMBs. Marketing contributed 23% to 50% of the business (+55K€ MRR) | Tiime: successfully launched a LegalTech brand and a mobile app (ASO for Tiime Receipt) to acquire entrepreneurs (total Cost Per Lead driven down by 20% | Datadome: improved the acquisition strategies to win new customers (CRO x2)

### Senior Marketing Manager

#### Oyst

05/2017 - 05/2018 Paris

Oyst is a fintech which provides a 1-click buying journey on any merchant website | 70 employees | 100K+ users

- Designed the e-merchants acquisition funnel by building the TOP e-commerce database in France (5K qualified leads), ensured lead qualification with a lead management machine, collaborated with internal cross-functional teams (from 60 emerchants to 600)
- Conducted the website upgrade with a blog and a content strategy to turn it into a high-converting source of qualified leads, using targeted calls-to-action & progressive forms (new leads +30%)
- Events management: organized 1st (breakfast, biz lunch, afterwork) and 3rd party events (1to1 Monaco, NRF, BigBoss, etc.) with a budget of 500K€
- Ensured top exposure and T1 press coverage thanks to a strong PR plan: LVMH Innovation Award Winner, Grand Prix de l'Innovation Digitale Petit Web, BFM Business, Stratégies, 12:45 (M6), etc
- Optimized the relationship with existing partners and proactively recruited new ones through co-marketing: events, webinars, emailing (greater reach and look-alike audiences)

# WORK EXPERIENCE

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## Founder

### Web After Work

📅 04/2015 - today 📍 Paris

The Paris digital and growth marketing community

- Built from scratch a non-profit organization (0 to over 20,000 members), hired and managed a successful volunteer team of 9 people to manage 3 events:
  - Web After Work (300 participants/afterwork) - a bimonthly meet-up with the best guest speakers
  - Lunch Connect (16 participants/lunch) - a quarterly VIP event to generate qualified leads and business deals
  - Growth After Work (80 participants/afterwork) - a bimonthly meet-up with the most influential people in Growth (hacking, marketing and product)
- Set up strong PR partnerships and worked with sponsors like Airbnb, Microsoft, Deezer, LinkedIn, Meetic and many more.

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## EMEA Marketing Manager

### Commanders Act (formerly TagCommander)

📅 11/2014 - 05/2017 📍 Paris - London

European leader in Enterprise Tag Management and Data Management (SaaS) | 60 employees | 5 countries | 450+ customers

- Designed the PRM and marketing automation programs through Pardot (Salesforce tool) to win SMEs
- Built acquisition strategies via Google AdWords, LinkedIn, Xing, Twitter and Facebook, maximized penetration within partners' database and increase revenue (+40% MQL YoY)
- Maintained a high level of proficiency in our products and worked closely with the CEO, Country Managers, Head of Sales, Sales, Finance, Operations to create a relevant content roadmap for our prospects and customers
- Worked on the rebranding strategy via new marketing assets and participated in a major European trades shows
- Managed inside sales activity on the "SiriusDecisions Demand Waterfall" framework to hold everyone accountable and avoid the risk of being left with an empty pipeline

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## Associate Marketing Manager (internship)

### Microsoft

📅 09/2012 - 09/2014 📍 Paris

Developing Microsoft's position as a thought leader and recognized player of ICT in the Education market

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# EDUCATION

## MSc in Management with a double degree in law

### SKEMA Business School

📅 2011 - 2014

GPA

3.5 / 4.0

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## Two-year diploma in Computer Science

### University Paris 13

📅 2009 - 2011

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# PASSIONS

 Diving (PADI Advanced Open Water) and badminton

 Oenology, photography and travels

 Drums (8 years of practice) and music