

# Rémi Billing

## Digital Marketing

Working Holiday Visa | Available from August 2024 for 6 months

billing.remi@gmail.com ✉

0413 970 480 📞

Sydney 🌐

linkedin.com/in/rémi-billing in

remibilling.com/ ↻



Portfolio projects : <https://remibilling.com/>

## PROFIL

Results-driven CRM & Data Consultant with over three and a half years of experience in a leading advertising agency and six months as a freelance consultant. Proven expertise in optimizing CRM systems, conducting data analysis, and implementing digital marketing strategies. Passionate about leveraging data to drive business growth and enhance customer engagement.

Seeking an opportunity in Sydney to contribute to an innovative company and gain international experience. Strong written and comprehension skills in English, with a proactive approach to overcoming language barriers. Motivated to immerse in Sydney's dynamic business environment and bring fresh perspectives to your team.

## WORK EXPERIENCE

### Freelance CRM & Data Marketing

FEB 2024 - JULY 2024

Remi Billing EI, Full Remote, France

- Implemented and optimized CRM systems for various clients, improving customer engagement by 15%.
- Conducted in-depth data analytics to provide actionable insights for marketing strategies.
- Developed and managed comprehensive data dashboards to monitor KPIs and track business performance.
- Provided strategic and operational support for digital transformation projects, focusing on data-driven decision making and CRM integration.

### Digital Marketing Consultant - Specialist Data Analytics & CRM

SEPT 2020 - FEB 2024

Agency Wonderful (advertising), Montpellier, France

- Managed and standardized international platforms for a digital & data ecosystem for various consumers.
- Designed and implemented data collection and transformation strategies, enabling quick and quality decision-making.
- Activated CRM systems and loyalty programs for European brands, increasing customer retention by 25%.
- Conducted SEO/SEA audits and optimized advertising campaigns, reducing CPA by 35%.
- Developed and implemented an acquisition funnel strategy, resulting in a 10% increase in incoming leads.
- Designed and executed a real-time data strategy to monitor and optimize marketing, sales, and finance operations.

### Assitant Marketing and communication

JUNE 2020 - AUG 2020

Devensys (cybersecurity), Montpellier, France - Internship

- Developed and implemented an acquisition funnel strategy, resulting in a 10% increase in incoming leads.
- Designed and executed a real-time data strategy to monitor and optimize the company's marketing, sales, and finance operations.
- Supported the marketing team in daily operations, enhancing communication strategies.

### Assistant web marketing

NOV 2019 - APR 2020

Pimpant (e-commerce), Paris, France - Internship

- Developed and implemented an acquisition funnel strategy, resulting in a 10% increase in incoming leads.
- Designed and executed a real-time data strategy to monitor and optimize the company's marketing, sales, and finance operations.

## KEY SKILLS

### Technical Skills

- **Tracking & Web Analytics:** GA4, Matomo, Hotjar, Tag Management, CMP
- **Digital Marketing:** SEO/SEA, SEM, Strategy
- **Data Analysis and visualisation:** SQL, Looker Studio, Power BI
- **Salesforce Marketing Cloud:** Journey Builder, Automation, SQL, Data Management
- **CRM and Marketing Automation:** Salesforce Marketing Cloud, MailChimp, Hubspot

### Soft Skills

- **Project Management & Coordination:** Experienced in managing projects, ensuring timely delivery and high standards.
- **Organizational Skills:** Capable of efficiently managing multiple tasks.
- **Problem-solving:** Quick to identify and resolve issues.
- **Self-Motivated & Reliable:** Enthusiastic, reliable, with a strong work ethic.
- **Analytical Thinking:** Skilled in interpreting data and making data-driven decisions.
- **Curiosity & Learning:** Continuously updated with industry trends and technologies.
- **Goal Setting & Reflection:** Regularly set and achieved ambitious goals.
- **Adaptability:** Quickly adapt to new environments and challenges.
- **Team Collaboration:** Proven effectiveness in working within diverse teams.

## LANGUAGES

- French : Native
- English : Intermediate (strong written and comprehension skills, continuously improving spoken proficiency)
- Spain : Beginner

## CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ)

## EDUCATION

<b>Master's Degree in Marketing Digital</b> (Valedictorian) IAE Montpellier, France	Completed in 2021
<b>Bachelor's Degree in Management</b> IAE Montpellier, France	Completed in 2019
<b>Advanced Diploma of University Technology in Electrical Engineering and Industrial Computing</b> IUT Montpellier-Sète, France	Completed in 2018

## VOLUNTERS

<b>Marketing and Communication Manager</b> Embuscade (music association), Montpellier France	2021 - 2023
<b>Consultant Digital Marketing Intern</b> IAE Startup Lab, Montpellier, France	OCT 2018 – JULY 2019

## HOBBIES AND INTERESTS

Boating / Sailing • Badminton Competitions • Traveling • Outdoor Activities  
New Technologies • Learning New Skills (currently focusing on AI) • Design

## REFERENCES

Nicolas Bermond General manager Wonderful, France +33 6 13 97 01 98	Oliva Tecles Client Director Wonderful, France +33 6 76 62 32 47	Available Upon Request
--	---	---------------------------