



Alexandre Belkowski

Communication Strategist

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Summary

I help organizations accomplish their marketing and communication objectives with a set of tools, sciences and channels I learned to use throughout my 10+ years of experience. I practice my job with with passion, eagerness, and belief.

Expertises: communication strategy, branding, digital marketing, inbound marketing, traffic management, brand content, social media, SMA, SEO, web analytics, copy writing, international marketing.

Work experience

Marketing & Digital Manager

March 2020 - Now

Vie & Véranda - Lyon (FR)

- Successfully managed a team of 4 individuals, effectively coordinating their tasks and ensuring the achievement of departmental objectives.
- Developed and executed a comprehensive brand strategy, leveraging content and PR actions to enhance brand visibility and reputation.
- Implemented a lead generation system that resulted in a X3 increase in lead for the franchisee network, utilizing a mix of local and national 360 marketing approaches, including SEM, mass media, postal advertising, and direct marketing.
- Utilized a wide range of digital advertising tools, such as social media advertising, display ads, affiliation programs, and native advertising, to drive customer engagement and conversions.
- Streamlined the creation process of marketing assets, both digital (banners, lead magnets, social media content, website) and print (sales enablement, POS material, event material), resulting in improved efficiency.
- Maintained a high level of attention to detail, proofreading all marketing materials to ensure perfect copy.
- Continuously monitored and optimized marketing campaigns, leveraging data to drive better results and ROI.

Digital Marketing Manager

June 2017 - March 2020

Vie & Véranda - Lyon (FR)

- Led the takeover and recovery of the digital marketing ecosystem for Vie & Véranda, successfully controlling and enhancing lead generation for the franchisee's network.
- Developed and executed a comprehensive B2C lead generation and acquisition strategy for Vie & Véranda's franchisees, resulting in increased customer acquisition and business growth.
- Implemented a B2B lead generation and acquisition strategy to support the franchise's development, driving new partnerships and expanding the network.
- Launched UX missions to overhaul the company's websites, improving UX and increasing conversion rates.
- Created a dedicated website for the franchise's B2B offering, effectively showcasing the value proposition and attracting potential business partners.
- Achieved top 3 positions on all major keywords through effective SEO strategies, resulting in organic traffic accounting for 50% of the overall website traffic.
- Implemented an inbound marketing strategy, leveraging content marketing, email marketing, and lead nurturing to attract and engage prospects.
- Developed and executed a social media strategy, effectively increasing brand visibility and engagement with the target audience.
- Implemented the paid acquisition strategy, optimizing campaigns to maximize lead volume, quality and ROI.
- Implemented a PRM (Prospect Relationship Management) system and the associated marketing automation actions (email, SMS, lead scoring)

Social Media Consultant

September 2014 - May 2017

Digital Agency acti - Lyon (FR)

- Provided effective consulting services to a diverse range of clients, helping them achieve their business objectives on social media and the conversational web.
- Developed digital marketing strategies, creating brand ecosystems that enhanced client visibility.
- Conducted training sessions for top management and operational teams. Provided strategic and operational coaching in digital marketing, guiding clients in making informed decisions and optimizing their online presence.
- Managed media buying activities, including display and social ads on platforms such as Facebook, Twitter, and LinkedIn, resulting in increased brand visibility and customer acquisition.
- Oversaw social media management, ensuring consistent and engaging content across various platforms.
- Wrote web and editorial copy for websites and brand ecosystems
- Managed influencer relationships, leveraging their reach and influence to amplify client brand awareness.
- Conducted industry and brand benchmarks, providing clients with insights and recommendations.
- Implemented performance measurement and analysis techniques to track and evaluate the effectiveness of our digital marketing efforts.
- Managed internal communication channels, including websites, print, and web advertising, and events, ensuring consistent and impactful messaging.
- Worked with clients such as ONLY LYON, Merial, Michelin, Groupe Adésuat, Fermob, ghd, and Rhône-Alpes Tourisme.

Content and Social Media Strategist

Rouge Marketing - Montreal (CA)

- Developed and executed comprehensive digital marketing strategies, including display and social ads campaigns on platforms such as Facebook, Twitter, and LinkedIn.
- Managed social media accounts, implementing editorial strategies, content calendars, and automation techniques to deliver high-quality and engaging content to target audiences.
- Utilized listening tools to monitor and manage online reputation.
- Created and executed marketing animations, including contests, games, and web apps.
- Conducted thorough performance analysis, utilizing data-driven insights to optimize campaigns and ROI.
- Stayed updated with the latest technological and marketing trends
- Worked with clients such as Carrossier Pro-Color, Desjardins Bank, Destination Mont-Tremblant, IRONMAN Mont-Tremblant, Construction JPL, Junic, CCM Tremblant

Account Manager

January 2013 - July 2013

Solution EXL - Montreal (CA)

- Owned and managed web projects, ensuring successful delivery within specified timelines and budget. Developed and maintained retroplanning and assets follow-up systems.
- Led cross-functional teams of designers and developers, coordinating their efforts.
- Maintained regular communication with clients, providing updates on project progress.
- Oversaw the creative and strategic aspects of projects, ensuring alignment with client objectives.
- Monitored advertising and promotion campaigns.
- Conducted thorough quality assessments and tests, ensuring the delivery of web applications.
- Worked with clients such as Reebok, CCM Hockey, Vidéotron, Piscines Trévi, 440 Ford Lincoln Laval

Junior Web Project Manager

September 2011 - December 2012

Digital Agency Commun - Montreal (CA)

Responsibilities: website / application project management, social media management for B2B, B2C and culture organizations, web copy writing, web analytics, email marketing, website quality assessment

- Worked with clients such as Loto-Québec, Conseil des arts de Montréal, Camps-Odyssée, Tel-Jeunes, Liberté55

Education

Graduate Diploma in Management, concentration Internet Business

2011 - 2014

McGill University - Montreal (CA)

Professionalizing Diploma in Continuing Education with Dual Track: Management (Finance, HR, Economy, Marketing) and Internet Business (Social Media, Web Analytics, Web Strategy)

Bachelor in Communication Sciences

University of Montreal - Montreal (CA)

Bachelor focusing on theoretical and practical training of the various communication jobs: corporate communication, writing, user experience, public relations, journalism

Other diplomas and qualifications

- **Langage:** bilingual french/english, Voltaire Certificate for professional french (2016)
- **Computer tools:** mastering Photoshop, Cubase, Microsoft Office Suite, knows Premiere Pro and InDesign
- **Web Marketing tools:** very comfortable with various CRM, marketing automation tools, no code, various BI tools, digital advertising interfaces (Google Ads, Meta Business Manager) and computers in general
- **Web Analytics:** GA4, Plausible, GTM and sGTM

