



— SAMI CHARIFI —

E-MARKETING & ACQUISITION

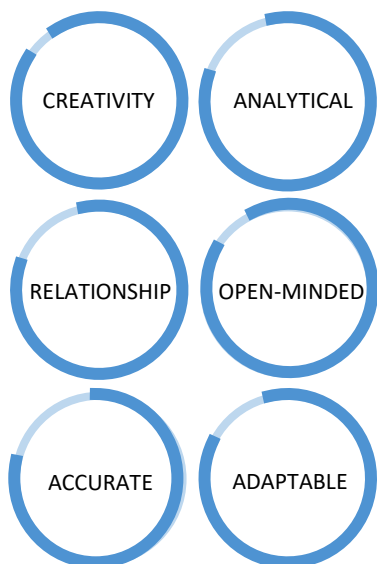
PROFILE

An energetic, ambitious and optimistic person seeking for a job in the area of the E-Marketing and acquisition!

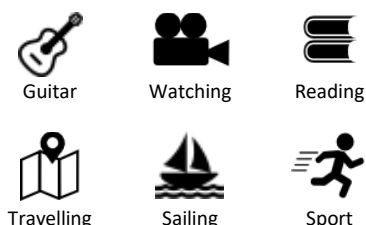
CONTACT ME

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PERSONAL SKILLS



INTERESTS



WORK EXPERIENCE

- **PROGRAMMATIC TRADER** / MAY 2019 – CURRENT
DENTSU AEGIS MEDIA / BARCELONA
 - Programmatic campaign management with online sale tickets/ROAS as campaign objective
 - Constantly optimizing and analyzing results and offering improvement 100% performance oriented: buying strategy, PMPs, 3rd and 2nd party data provider, data 1st party, DMP, GMP
- **AGENCY ACCOUNT STRATEGIST** / DEC 2017 – MAY 2019
GOOGLE ADS PROJECT / BARCELONA
 - Providing strategic consulting and helping agencies getting the best ROI on their clients' advertising investment by working closely with them in a consultative role
 - Managing a portfolio of around 80 French Marketing agencies
 - Following up on implementations within the Google Ads accounts to get good results
 - Educating agencies about the latest trends by presenting new features in Google Search, Display Network, Shopping, Gmail, YouTube and Mobile
- **DIGITAL CAMPAIGN MANAGER** / NOV 2014 – NOV 2017
ODIGEO (EDREAMS-LILIGO-GOVOYAGE-OPODO) / BARCELONA
 - Manage & optimize campaigns of strategic accounts to help client to reach their marketing objectives using ODIGEO solutions (social, mobile, data, video, native, RTB...)
 - Use data from DSP and Adservers to build insights and recommendations
 - Programmatic: Monetize French and US market by prospecting Ad Network or Trading Desk, & by offering deals or audience extension campaign using 1st and 3rd party data
 - Identify, push & test new solutions : branding format, rich media, email solution
 - Projects: white label partnership, data collection, data training for 8 team members
- **PPC CAMPAIGN MANAGER** / MAR 2014 - OCT 2014
FREELANCE / PARIS
 - Social media and Google Ads campaigns optimization
 - Ecommerce website creation (wordpress, Shopify, Prestashop)

EDUCATION



PROFESSIONAL SKILLS



Google Ads – Google DFP & DV360 – TheTradeDesk Google analytics – Youtube Ads – Facebook & Instagram Ads SEO – Jira – Pack office – Excel – Photoshop – Illustrator – DaVinci Resolve Video – HTML/CSS – Javascript/jquery – Ajax – Omniture – Qlickview – XML – SEM/SEA – CRM – RTB