






PROFILE

Accomplished, data-driven & ROI-oriented **International Marketing & Comms Manager** recently relocated to **Toulouse** after 15 years living in London and Paris. **Over 17 years of marketing & comms experience** with extensive knowledge of the Digital, Tech, SaaS, B2B & SME sectors at international level. Focused on achieving continuous, improved business performance.

SKILLS

SaaS Start-up B2B B2C **Marketing Plans & Strategies** Event Organisation & Promotion Media Planning & Buying **Lead Generation** Customer Retention SEO SCRUM **Partnerships** Reporting Conversion Rate Optimisation **Marketing Automation** UX PPC Email Marketing A/B Testing Social Ads Display Advertising Remarketing **Lead Nurturing** Affiliate Marketing Recruitment & Training Web Design **Team Management** Growth Hacking Project Management Agency Management **Comms** Sprint Planning **Agile Marketing** Entrepreneurship Presentations Copywriting

SOFTWARE

				
Marketo Automation, lead nurturing, email campaigns	Salesforce Lead reports, lead nurturing, funnel reports	Analytics Advanced user: settings, segments, goal creation	Wordpress Web design & good knowledge of HTML	Adwords Expert in search, display, remarketing & video ads

Also: Adobe Premiere Pro, Bing, Bizible, Dolist, Dreamweaver, Email Vision, Eventbrite, Facebook ads, Google Optimize, Google Suite, GTM, Hootsuite, Hotjar, Iridion, Keynote, LinkedIn ads, Mailchimp, Mailjet, Microsoft Suite, Optimizely, Photoshop, Pipedrive, SendGrid, Slack, Sprout Social, Trello, Twitter ads, Typeform, Zapier

WORK EXPERIENCE

FOUNDER & MARKETING CONSULTANT

Aug 2018 – Present | Toulouse, Paris | Marketing Perf.



MARKETING CONSULTANT

Nov 2017 – July 2018 | Paris | Carizy



INTERNATIONAL MARKETING & COMMS MANAGER

Apr 2014 – Oct 2017 | Stockholm, London, Paris | Mynewsdesk



INTERNATIONAL MARKETING MANAGER

Nov 2013 – Apr 2014 | London | Freespee



MARKETING & CUSTOMER SUCCESS MANAGER

July 2006 – July 2012 | London | Companeo



MARKETING & SALES DEVELOPMENT

Jan 2003 – Dec 2003 | London | Times Publications



DETAILS ►



FABIEN GARCIA

MARKETING & COMMS
MANAGER

17+

Years of Marketing & Comms Experience

14

Countries covered with Marketing activities

600K€

Marketing ROI Within 1 Year @Mynewsdesk (2016)

Dual Citizenship: British & French



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FABIEN GARCIA

MARKETING & COMMS
MANAGER

EDUCATION



BSC ENGLISH STUDIES

Toulouse Jean Jaurès
University, France

SCIENTIFIC BACCALAUREAT

Lycée Louis Rascol, France

Online CV:

 marketingperf.com/fab-en
 marketingperf.com/fab-fr

SOCIAL

 [/fabieng4rci4](https://www.linkedin.com/in/fabieng4rci4)

 [@MarketingPerf1](https://twitter.com/MarketingPerf1)

WORK EXPERIENCE

FOUNDER & MARKETING CONSULTANT

Toulouse, Paris | Aug 2018 – Present | Sept 2012 - Oct 2013

Freelance consultant for SME's & startups in the UK, France & Spain in the SaaS, hospitality, entertainment, ecommerce & food sectors (marketing plans, campaign launch, UX & more). Founder of the marketing hub marketingperf.com. Clients include Isalaine, SoftSuns, Zen Tree



MARKETING CONSULTANT

Paris | Nov 2017 – July 2018 | Carizy

C2C service of the Renault Group to buy and sell second-hand cars.

- > Recruitment, training & management of people / Management of marketing agencies
- > Audit, optimisation & re-alignment of existing tools and processes (Google Analytics, workflow, A/B tests, new reports) and sourcing & implementation of new tools & marketing channels (UX, marketing automation, email marketing, online reputation, user surveys, affiliate, content, inbound, partnerships, referral program, social media marketing)



GLOBAL ONLINE MARKETING MANAGER

Stockholm, London, Paris | Jan 2016 – Oct 2017 | Mynewsdesk

Responsible for digital acquisition internationally for the No. 1 Comms platform in Europe.

- > Developed & implemented the online acquisition strategy
- > Managed paid search channels: piloted local sales & marketing teams in 7 countries, continuously adjusted global strategy based on local specifics and managed digital agencies
- > Assessed campaign performance & shared KPI-driven recommendations with top management



MARKETING & COMMUNICATIONS MANAGER

London | Apr 2014 – Dec 2015 | Mynewsdesk

Responsible for all aspects of marketing & comms for the No. 1 PR Software company.

- > Developed and implemented the online & offline marketing strategy.
- > Managed a team of 3 people and external suppliers responsible for online campaigns, content, thought leadership, public relations, marketing automation & [event organisation](#)
- > Implemented tracking & KPIs reporting throughout the organisation



INTERNATIONAL MARKETING MANAGER

London | Nov 2013 – Apr 2014 | Freespee

SaaS specialised in campaign tracking & analysis. Clients include ebay, Volkswagen & BNP

- > Set up all marketing infrastructures and complex product positioning for the company.
- > Optimisation & implementation of on-boarding process, online tracking, funnel reports, UX & CRO. Launched search, display, remarketing and social media campaigns for Europe & USA.



MARKETING & CUSTOMER SUCCESS MANAGER

London | Jul 2006 – Jul 2012 | Companeo

Responsible for marketing, communications & customer service. Lead generation for businesses such as Apple, Google, O2, Barclaycard, British Gas, Mars Drinks and E.ON through the No. 1 European B2B quote comparison website.

- > Launched all marketing & comms activities from scratch in the UK
- > Managed a team of over 10 people



EUROPEAN MARKETING MANAGER

London | Dec 2003 – Jul 2006 | Environmental Business Products

Responsible for online marketing for all charity recycling schemes within Europe.



MARKETING & SALES DEVELOPMENT

London | Jan 2003 – Dec 2003 | Times Publications

Selling advertising space & developing marketing for 2 publications of the group, Europe Review and Corporate Africa.

