



# LÉO DANGE

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leo.dange@gmail.com

## HEAD OF MARKETING

Specialized in 360° marketing, customer acquisition, and data analysis. With nearly **10 years of experience**, I've tackled both the operational and the managerial and strategic aspects of marketing, and have worked in a variety of sectors including real estate, finance, hospitality, energy, IT, and defense, for companies of all sizes.

Constantly seeking to improve my skills, in 2021 I obtained my **Professional Certification in Data Science from Harvardx**.

## TECHNICAL SKILLS

**Online Advertising** (Google Ads - Meta - Bing - Waze)

**Data Analysis** (R/RStudio - GAU/GA4 - GTM - Data Studio)

**Emailing** (Salesforce - Brevo- ActiveCampaigns - Mailchimp, A/B Testing, Automation, Lead nurturing)


**Media planning** (Web - Print - TV - Radio - OOH)

**Team Management** ( Recruitment, Training, Management)


**Marketing 360** (Customer acquisition, Branding, Cross-channel)

**Brand and product launches**

## PROFESSIONAL CERTIFICATIONS

 Professional Certificate in Data Science (R & Rstudio) - HarvardX

 Ads Search, Ads Display, Analytics Certification - Google

 Waze Business (Advertising) Certification - Waze

## EXPERIENCES

### CURSUS FORMATION

Marketing Instructor

Aug.23 - Today

- Marketing trainer for the **Swiss Federal Diploma for Experts in Finance and Controlling**.
- Teaching of courses over **3-hour periods**.

### ROMANDE ENERGIE

Product Marketing Specialist (Short-term contract)

Oct.22 - Oct-23

- **Market positioning** of products & services to real estate professionals.
- Support sales representatives in **achieving their objectives**.
- **Define marketing strategies** for real estate products (photovoltaic, electric mobility, thermal).
- **Data analysis, identification of prospect segments**, and implementation of acquisition strategies.
- Organization of **acquisition campaigns (radio, press, digital, print, events)**

### PROPTECH PARTNERS - NEHO & STRIKE

Marketing Manager then Head of Marketing

Sept.20 - Sept.22

- **Working for the leader in real estate brokerage in Switzerland and a mortgage brokerage company**
- **In charge of defining and implementing the 360° marketing strategy** of the group and its brands with a team of 5 people.
- Definition and use of attribution and prediction models
- **Recruited and managed a team of 5 people**
- **180+ marketing channels tested** with over **1,300 campaigns** over two years (TV, Radio, Web, Press, DOOH, OOH, Sponsoring)
- **Definition of Marcom budgets** in millions of francs, **reporting and optimization**
- **Implementation and development of automation and emailing** (Creation of automation for over 70+ templates & 200k+ emails sent/year)
- **Launch of two new commercial brands** in mortgage brokerage in Switzerland, and real estate in Germany
- **Overhaul of GTM web tracking plan**, creation of automated reports, KPI tracking and weekly optimization

## INFORMATION

19/08/1990  
Work Permit (permis C)  
English Level C1 (940/990 TOEIC)

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## CONTACT

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leo-dange.fr

## EXPERIENCES

### BOAS SWISS HOTEL

Digital Marketing Specialist

March.19 - Aug.20

- **Digital promotion of 30 establishments** (hotels, restaurants, thermal baths, Lausanne Aquarium)
- **Responsible for digital customer acquisition** ( 250k+ Budget)
- **220 SEA acquisition campaigns** on G.Ads, Youtube, Waze, Bing, Facebook, MyBusiness
- Creation of marketing automation, **prospect/customer onboarding**.
- **Web tracking and performance monitoring** (Google Data Studio).

### PROPULSE LAB

Digital Manager & Data Protection Officer

June.18 - Feb.19

- **Direct marketing** startup incubator
- **Sales Funnel** Implementation
- **Strategic advice and operational support** on customer acquisition strategy
- **Business launch support** (€1M sales in 6 months)
- **RGPD**: Compliance of web tools, products and platforms

### STEPNET INGENIERIE

Digital Project Manager

Nov.16 à Juin.18

- **Web development company** (development of web applications, websites, mobile applications and intranets).
- **Key accounts manager** for Capgemini, Peugeot, and Unilever
- **Management of an international team** - 18 people in 3 different time zones (PST, GTM, IST)
- Management and deployment of over **60 projects**
- Creation of **functional specifications** and acceptance tests

### CYBERGUN GROUP

Marketing Assistant then Digital Marketing Coordinator

Sept.12 - June.14 & Sept.15 - Nov.16

- **Work-study program** during my **3-year Bachelor's & Master's degree** for the Cybergun group.
- In charge of **deploying the digital strategy** and helping to create promotional and communication tools.
- **Participation in 8 international trade shows** across Europe
- **Created 12 videos** with over **850K** views.
- **Webmastering and Community Management** +87% followers
- **Implementation of all promotional tools** (franchise brochure, point-of-sale advertising, promotional booklet, etc.).

## FORMATION

### PPA BUSINESS SCHOOL

Master 2 - Digital Marketing (Work-study program)

2014 & 2016

### UNIVERSITE PARIS SUD - IUT DE SCEAUX

Bachelor - International Sales with minor in Marketing & European Law (Work-study program)

2013

## HOBBIES



Piano



Watches



Bourse &  
Crypto



Comics/BD



Poker