

Vincent CEVALTE

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Digital Group Account Director

Vincent Cevalte is a results and optimization-oriented marketing and advertising professional bringing over 8+ years of experience in digital marketing. Actively consulting with clients regarding creative, digital acquisition and retention campaigns across multiple channels such as Paid Media, Content Marketing, SEO, Content Marketing and Branding; he rapidly became an expert in marketing automation including strategy, implementation, optimization-based lift analytics and other issues and challenges confronting businesses pursuing a digital strategy.

Work Experience

LOS ANGELES

Sept 2016 - Present
(New Title)

Full-Time

Group Account Director & Director Of Client Services | **PROVE**

- Manage overall agency/client relationships providing strategic input while guiding teams towards the achievement of client objectives
- Create effective digital strategies and work collaboratively with the planning, creative and development teams to ensure that the client's needs are being met within the scope of the realistic business analysis
- Manage program execution and financial performance while ensuring that overall strategy is on point
- Maintain a high level of performance on the account teams and other agency personnel
- Responsible for advising upper management on Client Services issues, including both emergent and systemic
- Continually assess the Client Services department and develops/implements/assigns processes, procedures, and projects accordingly
- Manage multidisciplinary teams to plan and coordinate several digital acquisition and retention projects
- Daily Account Management and strategic directions, SOW, project scope, requirements and cost proposals
- Evaluation and QA of all projects
- Clients: **Medtronic, USC, Arctic Cat, Abbott Diagnostics, WineDirect, Edlio, Credit Associates**, etc.

LOS ANGELES

March 2014 – Sept 2016
(New Title)

Full-Time

Digital Account Director | **PROVE**

- Manage overall agency/client relationships providing strategic input while guiding teams towards the achievement of client objectives
- Create effective digital strategies and work collaboratively with the planning, creative and development teams to develop and execute digital strategies
- Manage program execution and financial performance while ensuring that overall strategy is on point
- Manage multidisciplinary teams to plan and coordinate several digital acquisition and retention projects
- Consult with clients regarding digital acquisition and retention campaigns across multiple channels such as Email Marketing, Content Marketing, SEO, SEM and Branding
- **SME:** eCRM, marketing automation across Marketo, Eloqua and Pardot platforms including strategy, implementation, optimization-based lift analytics and other issues and challenges confronting businesses pursuing a digital strategies to drive traffic, increase conversion, increase average order size and visitor loyalty.
- Establish rapport and maintain long-term relationships with senior level clients and executives
- Daily Account and Project Management
- SOW, project scope, requirements and cost proposals
- Evaluation and QA of all projects
- Clients: **Medtronic, Essia Health, General Electrics, Adroit, Staff Me Up**, etc.

LOS ANGELES

April 2012 – March 2014

Full-Time

Senior Digital Account Manager | **PROVE / QUIGLEY-SIMPSON**

- Build and maintain strong relationships with mid-tier and senior clients
- Digital and media project management through the project lifecycle
- eCRM specialist
- Daily account and project management for digital projects: website development, content strategy, email drip strategies, SEO, SEM, analytics, eCRM, digital design production, landing page optimization, branding, 360° digital project enhancements
- Project scope, requirements and cost proposals
- Writing detailed functionality specifications
- IA and wireframing
- Briefing and managing creative and development teams
- Evaluation and QA of all projects
- Seeking opportunities and generating ideas for clients and advising them accordingly
- Accurate tracking and timely financial management of projects, including invoicing
- Clients: **General Electrics, J2 Global, Prospect Mortgage, Monoprice, Mirage Las Vegas, The Learning House**, etc.

LOS ANGELES
October 2011 – April 2012
Full-Time

Director of Web Development | CAPTAIN MARKETING

- Oversee creative and web projects (informative and eCommerce). Manage between 30 to 65 web projects a month
- Build and maintain strong relationships with clients
- Responsible for budgetary decisions and deploying strategic plans with multiple cross-functional teams
- Develop, mentor, train, manage and support creative and development team
- Directly and indirectly assist in selling opportunities and in gathering customer, prospect, and partner feedback
- Develop marketing collateral for sales department
- Develop branding strategies for corporate clients utilizing internal and external resources
- Responsible for hiring

LOS ANGELES
June 2011 – October 2011
Full-Time

Account Manager | OLI+JOE

- Developed strong creative project management to insure project delivery (Communication & Advertising Agency) and managed schedules, budgets, assets, and overall project organization
- Clients: *Davidoff, CityZenGreen*, etc.

LOS ANGELES
Feb 2010 – Jun 2011
Full-Time

IT Communication & E-Commerce Manager | REGENCY WINES INC.

FRANCE - PARIS
2008
Full-Time

International Event & Project Manager | PUBLICIS WORLDWIDE

- Event Manager for the international launch of a new car: the "*Renault Megane*" in Geneva – Won prize for best event of the year in the automotive industry – Managed a \$3.5M budget and a team of 200 people
- Event Manager – French *Coca-Cola* birthday event (80 year partnership between Coca-Cola and sport organizations) – Won prize for best event of the year within the Coca-Cola Company – Managed a \$400K budget and a team of 40 people
- Project Manager – Development of communication strategies and PR for fortune 100 (*Renault/Nissan, Coca-Cola, SONY, Thierry Mugler, ADP, SFR*, etc.)

FRANCE - PARIS
2007
Full-Time

IT Project Manager | SIEMENS

Education (Master's degree level)

2004 - 2009

MASTER 2 in Management and Information Technology – **REIMS MANAGEMENT SCHOOL – FRANCE**

- **MASTER 2** in Management and Information Technology. Awarded with honors by the French Business School RMS (REIMS MANAGEMENT SCHOOL – **Top 5 of French University / Business School**)
- **Major:** IT and Communication
- **Minor:** Project Management & Entrepreneurship

Other Skills & Qualifications

MARKETING AND INTERNET TOOLS

- Marketing Automation, eCRM and Email Marketing: Marketo, Pardot, Eloqua, Active Campaign, MailChimp, Campaigner, Salesforce, etc.
- Google Adwords **CERTIFIED**
- Analytics: Google Analytics, SiteCatalyst
- Paid Media: Adwords, Google Display Network, Programmatic Display, Native ads, Online Streaming Radio, ReMarketing and multiple other new tech solutions
- Social Media Platforms: HootSuite, Facebook/Instagram, Twitter, LinkedIn, Youtube
- Project Management: Mavenlink, Jira, Box, 37 signals suite
- Online Payment: Authorized.net, Paypal, Google Checkout,
- CMS: Wordpress, Craft, Expression Engine, Magento, Joomla, OS Commerce, OpenCart, etc
- Computer languages: Basics with Html, MySQL, PHP, VBA, Flash, Python, etc.
- ISO 9000/9001, 6 Sigma, Lean 6 Sigma.

QUALITY PROCESS

COMPUTER SOFTWARE

- Mac, pack Office with all Microsoft tools, Photoshop, Illustrator, InDesign, Dreamweaver, MS Project, etc.

LANGUAGES

- **French:** Native - **English:** Bilingual - **Spanish:** Intermediate

Portfolio

All Portfolio Items are available upon request or at: vincentcevalte.com