

JOHAN BEUCLER

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Digital & Marketing performance manager

(French native, permanent US resident (I-551))

I am a specialist in Digital and Marketing Performance measurement and optimization with **13 years of experience** in that domain (8 years as a consultant and manager of consultants, 5 years on customer / publisher side). In these years I have defined, implemented, and leveraged measurement frameworks and tools to capture, analyze, present, and optimize customer and user journey performance data for diverse industries (automotive, travel, retail, banking, luxury, insurance).



EDUCATION

Grenoble Ecole de Management (Grenoble, France)

Master's Degree in Business (specializing in Marketing, and Agile project management), graduated in 2009 (GPA 3.82)



CAREER

Equancy

Digital Performance Consultant, then Digital Performance Consulting Manager

- Managed a team of 8 analysts
- Supported clients in defining KPIs, implementing measurement tools, applying test-and-learn strategies to improve their conversion by 16% on average

Renault Retail Group

Marketing Performance Manager

- Defined and deployed Digital and Marketing KPIs and targets across 12 markets, including a "Leads to retail sales" flagship indicator based on online actions and phone call data, automated through SAS
- Supported HQ and Local teams on optimizing their sales & marketing channels, improving the conversion of their Ads and CRM campaigns by 21% on average

Sup de Pub Lyon

Part-time lecturer

- Built and taught 3 class modules on Digital Performance measurement, optimization, test-and-learn strategy
- Managed & evaluated student groups on case study presentations

Mobilize Financial Services

Digital Performance Manager

- Managed 3 external consultants in a mission to consolidate digital KPI measurement and targets across 25 markets, focusing on audience acquisition and engagement metrics
- Supported Product Owners as part of an internal agency organized in Agile (analysis, reporting, and A/B testing for each product)

Epic Systems

French Translator – Quality Manager

- Software and documents translation (English to French)
- Training / Sales support for French-speaking customers
- Quality Management for Electronic Data Interchange applications (design review, app testing, documentation)



SKILLS & TOOLS

KPI definition



Analysis, Recommendation, Testing



Web & UX analytics (implement & use)



↳ Certified on Adobe Analytics, Google Analytics 4, ContentSquare, Optimizely, Tag Management tools

CRM & other databases



↳ Salesforce, ComScore, SimilarWeb, survey tools

SEO / SEA, Audience acquisition tools



↳ Google Search Console, Google Ads, SEMrush, GMB, Facebook BM

Data manipulation (ETL)



↳ Google / Adobe APIs, SQL, SAS, BigQuery

Data visualization



↳ Looker Studio, Spotfire, PowerBI, Excel / PPT, Tableau



LANGUAGES



HOBBIES

