

# Yan Desjardins

## SUMMARY

Experienced digital marketing executive with exceptional knowledge in sales, business development, and online marketing. I have previously focused on revenue growth, marketing strategy and managed high performing teams. I have a very strong background in markets analysis, researching, strategizing and web optimization.

I utilize critical thinking and information-gathering skills. I contribute personal insights into planning business market strategies using business intelligence, market segmentation and product analysis.

I dedicate myself to building brilliant brands that leave an impact and connect us in beautiful ways.

## WORK EXPERIENCE

2016 – now

### President/ Chief Marketing Officer

[FiveStarTelecom](#)

While working as a president my responsibilities were :

- Defining Market strategy
- Allocating budgets to departments
- Defining vision, values and processes

2016 – 2016

### VP-Marketing

[FiveStarTelecom](#)

While working as a VP-Marketing my responsibilities were :

- Managing the marketing department
- Planning marketing campaigns
- Defining an plan of action
- Profitability forecast

## CERTIFICATION

Google Analytics certified  
 Google Adword certified  
 Hubspot Inbound Marketing  
 MS Dynamic Implementation

## SKILLS

### Personal

Detail Oriented  
 Charismatic Leadership  
 Goal Oriented  
 Active listener and learner  
 Critical thinking  
 Self-motivation

### Computer

Google Analytics  
 Google Tag Manager  
 Google Insight  
 Google Survey  
 Inbound Marketing  
 CRM  
 Search Engine Marketing  
 Social Media // Social Ads  
 Microsoft Office  
 Conversion Rate Optimization

### Languages

French 5/5  
 English 5/5

## INTERESTS

Scuba Diving  
 Wake boarding  
 Programming  
 Web design  
 Fintech  
 Social Media  
 Finances  
 Home Improvement  
 Family

2013 – 2016

**Co-Owner / Vp-Marketing**  
Ludis Media

While working as a VP-Marketing my responsibilities were :

- Elaborating digital strategies
- Developping annual marketing and service plans
- Developping and managing retail pricing structures

2012 – 2013

**Co-Owner / Solution Architect**  
Ludis Media

While working as a solution architect my responsibilities were :

- Conference speaker
- Attending events in my industry
- Defining and deploying actions plans and roadmaps
- Monitoring the results and action plans
- Project Management

2011 – 2012

**Online Marketing Manager**  
Sherweb

While working as a online marketing manager my responsibilities were :

- Managing digital strategies :
  - Seo
  - Social media
  - Paid
  - Content marketing
  - Analytics
  - Emailing

2011 – 2011

**CRM Product Manager**  
Sherweb

While working as a CRM product manager my responsibilities were :

- Market research
- Competitive analysis
- Product development
- Management reporting

2009 – 2011

**Marketing Specialist**  
Sherweb

While working as a marketing specialist my responsibilities were :

- Managing partner agency
- Reporting on web KPI
- Implementing Adwords Campaign

2008 – 2009

**Senior Technical Support**

Sherweb

While working as a senior technical support my responsibilities were :

- Escalation of the technical support
- Troubleshooting microsoft exchange servers issues
- Documenting FAQ and support microsite
- Training
- Communicating with System Administrators team.

2006 – 2008

**Team Leader**

ICT

While working as a team leader my responsibilities were :

- Managing a team of 20 employees in a call center

2003 – 2006

**Staff Trainer**

Nordia

While working as a team leader my responsibilities were :

- Managing a team of 20 employees in a call center

## EDUCATION

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2002 – 2008

**Cegep Edouard-Montpetit**

Longueuil cegep

2001 – 2005

**Polyvalente Cure-Mercure**

Mont-tremblant Township School