

NICOLAS KENNOF

Atlaco 720, Col. Santiago Momóxpan, San Pedro Cholula, Pue., Mexico | +52 1 (222) 903 8667 | nicolas.kennof@gmail.com

EXECUTIVE SUMMARY

Strategic, results-oriented Marketing Manager with 7+ years of experience implementing marketing strategies, brand management and positioning, digital marketing and media planning. A creative marketer with a strong background in B2B marketing, having implemented marketing automation and CRM in the past years. Recognized for collaborative leadership style, proactive approach, and keen ability to effectively translate complex business strategies into tangible action plans. A proven leader with a strong presence, capable of seeing the big picture with tactical considerations to inspire, build trust, and achieve record growth.

For more information, feel free to visit [my website](#), [my LinkedIn profile](#), [my GitHub account](#) or even give a call at +52 1 (222) 903 8667.

DIPLOMAS AND CERTIFICATES

- Full Stack Engineer, *Current, Tecnológico de Monterrey, Online*
- Brand Management & Positioning, *2018, Anahuac, Puebla, MX*
- Inbound Marketing, *2015, HubSpot Academy, Online*
- Email Marketing, *2015, Ihecs Academy, Brussels, BE*
- Master in applied Communication, *2009, IHECS, Brussels, BE*

PROFESSIONAL EXPERIENCE

Market Associate Mexico, Busbud.com

29/10/2018 — Today

Remote Worker

- Increase Monthly Active Users
- Grow amount of user sessions
- Improve brand visibility in specific market
- Research and improve SEO and SEM
- Localize web pages, content, brand voice and ads
- Control metrics and KPIs

Marketing Manager, Tribuna Comunicación S.A. de C.V.

01/02/2017 — 26/10/2018

Puebla, MX

- Improve ROI, define and control KPI's
- Define, plan and execute holistic marketing campaigns and strategies
- Plan and organize massive events
- Implement and control CRM, give trainings
- Define and control Marketing budget
- Share reports with internal customers and management
- Negotiate with providers and external partners

ACHIEVEMENTS:

- Brands position and visibility improved thanks to more than 5 MDP in bilateral agreements
- Increased agency gross revenue by 18% the first year by integrating new products to the catalog
- Reinforced sales department by recruiting new sales advisors and restructuring customers relationships

Guadalajara, MX

- Improve ROI, define and control KPI's
- Define, plan and execute holistic marketing campaigns and strategies
- Implement and control CRM, give trainings
- Define and control Marketing budget
- Implement and manage HubSpot Marketing Platform
- Implement and manage e-Commerce
- Share reports with internal customers, management and investors
- Negotiate with providers and external partners

ACHIEVEMENTS

- Successful implementation of HubSpot (Marketing and Sales) for all business units and significant increase in generated leads
- Creation of Marketing Department with strong focus on Digital Marketing (Social Media, Digital Media, Digital PR, Paid Advertising, Content Marketing, etc.)
- Impacting go-to-market strategies for IT products (SAP, QlikView, Cloud Solutions, etc.) and niche technological products

Marketing Manager, nal von minden GmbH

24/06/2013 — 31/12/2015

Regensburg, DE

- Improve ROI, define and control KPI's
- Plan and execute digital/offline Marketing Campaigns and Strategies for all business units
- Define and control Marketing budget
- Implement and manage the Corporate Social Responsibility
- Manage Social Medias and Communities
- Implement and manage e-Commerce
- Share reports with internal customers and management
- Negotiate with providers and external partners

ACHIEVEMENTS

- Implementation of Digital Marketing with specific efforts on Email Marketing using MailChimp web-based tool
- Integration of e-Commerce with ERP and CRM for better customers insights and to enhance logistics

SOFTWARES

MS Office, Adobe Creative Suite, Final Cut Pro, HTML, CSS, MailChimp, Survey Monkey, HubSpot, Mautic, Magento, WordPress, Joomla, Google Analytics, Google AdWords, Facebook/Instagram Ads (Blueprint)

NICOLAS KENNOF

Atlaco 720, Col. Santiago Momóspan, San Pedro Cholula, Pue., Mexico | +52 1 (222) 903 8667 | nicolas.kennof@gmail.com

LANGUAGES

	Listening	Speaking	Writing
French	Mother language	Mother language	Mother language
English	Excellent	Excellent	Excellent
Dutch	Good	Good	Good
Spanish	Excellent	Excellent	Excellent
German	Good	Good	Good

HOBBIES

- Travels, history, culture, music, nature
- Diving, social events, photography, new technologies, multimedia, gaming

NICOLAS KENNOF

