

# GUILLAUME CHICHMANOV

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## PROFILE

- Great knowledge of media and advertising practices developed during studies and reinforced throughout various work experiences
- Strong digital marketing skills acquired while running and optimizing international SEM campaigns for Skyscanner and Europcar.
- Advance knowledge of PPC bid management tools (Adwords, Marin & Kenshoo)

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## WORK EXPERIENCE

2016            **Performics, Publicis Media** (07/16 - Current)            **London, UK**  
*Senior Paid Search Executive*

- Planning, implementing and Optimizing SEM campaigns towards specific KPIs.
- Managing six figures monthly budget for International search campaigns
- Data analysis to monitor campaigns and identify new profitable areas
- Supervising a team of three execs
- Clients: Skyscanner and Europcar

2014            **Publicis Group** (6 Months)            **Moscow, Russia**  
*Marketing - Internship*

- Produced market studies on clients' competition and target audience
- Participated and performed pitches in creative and strategic communication meetings
- Designed and produced an annual employee event

2013            **Universal Music, MBM rec.** (6 Months)            **New York, USA**  
*Digital Marketing – Internship*

- Produced online campaigns on social media
- Improved website content and SEO
- Cold calling and pitching the business services to potential clients

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## EDUCATION

2015 - 2016    **City University, London**            **London, UK**  
*MA Media and communication (2:1)*

2015 - 2016    **Westminster Business School**            **London, UK**  
*Digital Marketing Diploma (1st)*

2012 – 2015    **Glion Institute of Higher Education**            **Montreux, Switzerland**  
*Bachelor in Business Administration (1st)*

1996 – 2011    **Lycée Francais de Moscou**            **Moscow, Russia**  
*Baccalaureate Sciences*

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## ADDITIONAL SKILLS

### LANGUAGES

French – Native; English – Fluent; Russian – Fluent

### OTHER

Certifications: IPA, Google (Search, Video, Analytics), FB blueprint, Marin

Advanced knowledge of Excel, Kenshoo, Marin, Adwords, Google Analytics, DoubleClick, Bing  
Excellent piano skills (Berklee College of music summer program)

Dual Nationality: French/Swiss. Multicultural background acquired by growing up in Moscow and pursuing higher education in Switzerland and the United Kingdom.