

# MATHIEU PEGEOT

DIGITAL MARKETING SPECIALIST



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Passionate about all things digital, I am a creative Galway-based marketer with nearly 7 years' experience working in digital marketing.

## Skills include:

- marketing strategy
- e-commerce/CMS
- marketing analytics
- SEO and PPC
- email marketing
- social media
- web development
- graphic design
- French and Spanish

## EXPERIENCE

### CONTENT MARKETING EDITOR

Hillwalk Tours | Galway, IE

Dec 2017 - Aug 2020

- Leading marketing campaigns for new product launches
- Assisting with the creation and execution of marketing strategies and budgets
- Managing Google Ads account (400+ Search Ads and 70+ Display Ads)
- Creating targeted email campaigns (120+ emails with an average open rate of 54%) and email workflow
- Monitoring and measuring website performance (traffic analysis, conversion tracking, etc.)
- Optimising website performance and on-page SEO
- Managing Facebook, Instagram and Twitter accounts (30,000 followers)
- Creating marketing collateral for online and offline channels
- Sourcing and managing the website's graphic content

### FRONT-END DEVELOPER

Outsource Locker | Galway, IE

Apr 2020

- Building the company's website (WordPress)
- Designing the company's visual identity

### MARKETING MANAGER

Línea Gráfica | Seville, ES

Jan 2014 - Mar 2017

- Planning & executing marketing strategies to increase the visibility and popularity of modules for PrestaShop CMS
- Creating SEO optimised content, user documentations, tutorial videos, etc.
- Providing technical support (troubleshooting)
- Developing new module functionalities (PHP/HTML/CSS/JS/SQL)

### WEBSITE ADMINISTRATOR

Bee-Circle | Lausanne, CH

Jan 2014 - Mar 2015

- Optimising the website speed, performance and design
- Listing new products

# EDUCATION

## MASTER IN E-COMMERCE & FOREIGN LANGUAGES (EN/FR/ES)

Université de Franche-Comté | FR

Sep 2012 - Jun 2014

First-class honours

## BACHELOR IN FOREIGN LANGUAGES (EN/FR/ES)

Université de Franche-Comté | FR

Sep 2009 - Jun 2012

Second-class honours

incl. Erasmus study exchange

University of Birmingham | UK

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# SKILLS

## SEO, PPC & ANALYTICS

- Google Analytics
- Google Ads & Bing Ads
- SEMRush
- Google Lighthouse

## MARKETING STRATEGY

- Customer analysis
- Marketing plan & budget
- Product launch
- Visibility & brand awareness

## EMAIL MARKETING

- MailChimp
- Email workflow

## CMS

- WordPress
- PrestaShop
- Magento
- Joomla

## WEB DEVELOPMENT

- PHP
- HTML
- CSS
- JS
- SQL

## GRAPHIC DESIGN

- Adobe Photoshop
- GIMP
- Canva

## VIDEO EDITING

- Filmora
- Adobe Premiere Pro
- Camtasia

## LANGUAGES

- English (fluent)
  - French (native)
  - Spanish (proficient)
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# INTERESTS

## ROAD RUNNING

Half marathon (Connemarathon, Dingle Marathon, Run Galway Bay, Dublin Rock'n'Roll)

## CRAFT BREWING

All-grain brewing (stout, porter, IPA)

## ESCAPING TO NATURE

3-month road trip from California to New York  
[americanroadtrip.fr/en/](http://americanroadtrip.fr/en/)