

DIGITAL STRATEGY

ECOMMERCE

PRODUCT LEADERSHIP

January 2024 – Today

Clotaire Desseaux

15 years building, migrating and scaling digital ecosystems: from KPMG Paris to 5-star hospitality in Abu Dhabi, through to Montreal's leading agencies and retailers. A hybrid profile forged by the conviction that sustainable growth happens where business strategy meets technical mastery.

DIGITAL STRATEGIST –

O2 Commerce, Montréal (QC)

- + O2 Commerce is a digital agency that designs and optimizes data-driven web experiences, offers innovative consulting services, and delivers high-performance solutions designed to boost sales, increase customer acquisition, and enhance the customer experience.

KEY MISSIONS :

- Restructuring the offering of the Strategy and Client Solutions department and overseeing change management, in collaboration with IT, marketing, project management, and sales, to strengthen cross-team synergies.
- Develop innovative digital and MarTech strategies for B2B and B2C clients, in collaboration with all project experts and teams (PO/PM, engineers, Marketing, Customer Service).
- Design effective digital strategies that meet clients' business objectives.
- Create strategic and functional roadmaps (including eCommerce design, MarTech stack, CMS migration, platform migrations...)
- Participate in gathering client requirements, defining their objectives and KPIs to monitor, optimize, and even exceed them.
- Build acquisition, engagement, and competition strategies, as well as conduct digital audits to guide recommendations towards achieving high ROI results.
- Conduct user studies and enhance customer journeys in close collaboration with UX specialists.
- Recommend digital marketing initiatives.
- Support sales teams by participating in pre-sales meetings and leading conferences with the objective of sharing knowledge and generating leads.

April 2022 – Jan 2024

PRODUCT MANAGER / ECOMMERCE –

Groupe New Look Vision, Montreal (QC)

- + The New Look Vision Group is a leading provider of eye care products and services in Canada with a network of 390 stores operating mainly under the New Look Eyewear, Vogue Optical, Greiche & Scaff, Iris in Canada, and the Edward Beiner banner in Florida.
Goal is to support and manage the Digital Transformation for all the different banners and manage the performance of New Look website

KEY MISSIONS:

- + Develop sales and online presence in the Canadian market
- + Lead the definition and implementation of digital and eCommerce projects (IT, CRM, Marketing, Analytics...)
- + Definition and implementation of the migration of the eCommerce platform from Magento to Shopify
- + Manage various digital projects aimed at improving the digital experience and customer reach.
- + Issue strategic recommendations to support decision-making and prioritize high-value-added projects
- + Take ownership of the eCommerce strategy, both in the platform and digital strategies, to support and generate planned growth
- + Measure and analyze the performance of the website, various acquisition channels, and content.

May 2020 – Mar 2022

E-BUSINESS SPECIALIST – 2020 Technologies INC, Laval (QC)

- + software company specialized in Interior Design and Manufacturing (\$100M and 900 employees). Reporting to Director of eBusiness Operations
- + Goal is to support and manage the Digital Transformation of the 2020 Professional activities to a SaaS business model. In close collaboration with IT engineer, Business analyst, Marketing, Sales and Customer Success

KEY MISSIONS:

- Developing online sales and presence for diverse market segments in North America, EMEA & APAC
- Completing the migration from a Perpetual to a SaaS-like Subscription Business Model with recurring revenues, customer success organization, automated renewal processes, etc.
- Leading the definition and implementation of the eBusiness projects among the different teams and Sales Managers needed to reach the defined vision.
- Identifying gaps and opportunities and executing the action plan to improve performances and increase sales by defining KPIs
- Managing an International eCommerce website and operation of online sales.

January 2017 – Nov. 2019

E-COMMERCE MANAGER – Rotana Hotels & Resorts – Beach Rotana Complex

- + Responsible of digital marketing and communication for different brands (3 hotels, 14 restaurants, private beach and spa) and became one of the leader in Abu Dhabi (most visited outlets, and best performing hotels) Management of a marketing team (3 colleagues) and planned, organized and executed all digital marketing campaigns

KEY MISSIONS:

- Created digital strategy that placed the hotels and its brands as one of the best leading hotel in Abu Dhabi and in the UAE.
- Planned, executed and analyzed all digital marketing campaigns (Google Ads, Facebook/Instagram, partners' website, influencers, Youtube). Campaigns attracted 30% more clients, 63% additional online bookings and increased database by 87%
- Content management of websites (rotana.com et rotanatimes.com) and creation of SEO/SEM/SMO strategy.
- Community management: number 1 hotel in engagement rate and reach compare to other Rotana Hotels (110 hotels in MENA)
- Implementation of a digital marketing strategy for the pre-launch and launch of a new 5 stars luxury hotel apartment (SEM, SEO, Google Ads, social media)

2015 – 2021

CO-FOUNDER – The Higher Corp. SARL

- + Created and developed The Higher Corp online marketplace and its different websites such as thehighershop.com, geek-jewelry.com et plaid-clothing.com (dropshipping e-commerce website)
- + SEO / PR / Growth hacking / Analytics / UX / WordPress

2016 - 2017

DIGITAL MARKETING PROJECT MANAGER– InterContinental Abu Dhabi

- + Developed a digital strategy for all marketing activities of the hotel in order to adopt new revenue channels (SEO Strategy, social media, SEM, content)
- + Planned, executed and performance analysis of all digital marketing campaigns (online reservations, social media, Google Analytics, Google Ads)

KEY MISSIONS:

- Created the dining website ICAD.AE promoting all the restaurants in the hotel. Website got ranked in the first page of Google in 4 months for « best restaurants in Abu Dhabi » and visits increased by 120% in one year.
Implemented an online reservations system for the restaurants. Online reservations increased by 67% and made life easier for the restaurant managers.

2015 - 2016

E-COMMERCE SPECIALIST – InterContinental Abu Dhabi

- Set up different digital solutions in order to generate more bookings and revenues (digital campaigns, newsletters, retargeting, social media strategy).

KEY MISSIONS:

- Audit of all digital solutions available within a pre-established budget and recommendations to the Heads Of Departments
Content creation and community management of all social medias (videos, photos, success stories...)

2012 – 2014

BUSINESS DEVELOPER / MARKETING – KPMG Paris (Sandwich course)

- + CRM management for the "middle markets" department: data-mining, Excel, segmentation, studies.
- + Responsible of internal communication (150 employees)
- + Prepared companies' files and analysis for lead partners (studies, financial figures, profile of leaders)

KEY MISSIONS:

- Sectoral studies about the publishing house and their financial performances.
- Segmentation of companies' profile, first approach, and B2B events organization

July 2013 – August 2013

CONTENT MANAGER – KPMG New-Zealand (International Exchange)

Content management of KPMG.CO.NZ et intranet website for internal communication

KEY MISSIONS:

- Created different webpages (SharePoint) for every department of KPMG New Zealand
- Published content and SEO optimization for the website

July 2012 – Sept. 2012

COUNTRY MANAGER – Brandsupply – Amsterdam, Pays-Bas (Stage)

- + Business development of the crowdsourcing platform for the French market

KEY MISSIONS:

- Webpages, translations, PR, SEO, SMO
- Developed partnership with key institutions (banks, printers, incubators)
- Customer service

2009 – 2011

MARKETING ASSISTANT – Groupe ITOP – Orsay, France (Sandwich Course)

- + Helped to set up a CRM for the company
- + Organization and animation of B2B events
- + Helped to create an e-commerce website for B2B (Prestashop) selling digital solutions for kindergarten, primary school, middle school and high school

DIPLOMAS & CERTIFICATIONS

2011– 2014

- **MASTER DEGREE MARKETING/ DIGITAL**

INSEEC Business School of Paris

2009– 2011

- **ASSOCIATE DEGREE, MARKETING AND SALES TECHNICS**

Université de Versailles / Saint-Quentin en Yvelines

2007- 2009

- **HIGH SCHOOL DEGREE- ECONOMY & SOCIAL SCIENCES**

Lycée Sarcey, Dourdan

CERTIFICATIONS

- + Full Stack Engineer - Codecademy
- + Google Adwords
- + Google Analytics
- + Harvard Manage Mentor: Change Management & Presentation Skills
(40h MOOC to improve managerial performances)

SKILLS

- + French native
- + English bilingual
- + Spanish intermediate
- + Tagalog beginner

- + NextJS, React, Typescript, CSS, SQL
- + CRM/CDP
- + CMS (Sanity, Contentful, ContentStack)
- + eCommerce Platform (Cleverbridge, Magento, Shopify...BigCommerce, CommerceTols)
- + Adobe Photoshop / InDesign / Illustrator
- + SEO / SEM / SMO
- + Microsoft Dynamics (Azure, 365, Power Automate...)

PERSONAL
DEVELOPMENT
& HOBBIES

- + Created many websites using wordpress (copycat.ae / ufeabudhabi.com / thehighershop.com)
- + Co-founder of de The Higher Corp SARL
- + Vice-President of French Union in Abu Dhabi (charity organization)
- + Creation of a non-profit organization called Ferox esport promoting e-sport to the public. Now has been absorbed by bigger organization. In charge of website and sponsoring

