

## Armand Dombrevail

Digital Marketing, Media & Data Specialist | 8+ years of experience  
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### PROFESSIONAL EXPERIENCE

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#### Independent data marketing & strategy consultant

Paris, France

##### > Freelance

Sep 2022 – ongoing

- Provalliance – 6 months: designed & implemented data strategy for Marketing team in collaboration with Corporate Marketing Director after the group has been acquired by an investment fund.

#### Google

Paris, France

##### > Media effectiveness lead

Oct 2023 – Jun 2024

- Delivered incrementality studies & MMMs to measure Google's media ROI for Travel, Auto., Luxury, Health & Beauty advertisers.
- Trained top-15 media agencies & consulting firms to Google's media incrementality methodologies.

##### > Data & measurement lead

Dec 2022 – Oct 2023

- Built first-party data strategies for top-20 Finance & Banking advertisers to support them in their web & app measurement transition to a privacy-safe ecosystem.

#### Dauphine University & EDHEC Business School – Business Schools

Paris, France

##### > Speaker

Sep 2022 – ongoing

- Dauphine: prepared & animated a 18-hour Data Marketing module in master's degree for 3 years.
- EDHEC: prepared & animated 3 one-day interventions in MBA program 8 about data applications in business.

#### 55, the data company – Digital consulting firm

Paris, France

##### > Team lead

Jul 2021 – Sep 2022

- Managed team (6 people) responsible for global (10+ countries) on-site performance analysis & CRO for a CAC 40 company.
- Conducted operational delivery of Analytics & CRO commercial proposals for automotive industry clients.
- Supervised & structured extended team (12 people) following won RFPs.

##### > Senior digital analytics consultant

Jan 2020 – Jul 2021

- Supervised team (4 people) in charge of global (50+ countries) web data collection for a CAC 40 company.
- Framed & deployed a global (20+ countries) C-level 360 digital performance dashboards for a CAC 40 company.
- Involved in ad-hoc missions (TV-to-Web, GDPR, media & CRM taxonomy) and commercial proposals.

##### > Digital analytics consultant

Jul 2018 – Jan 2020

- Deployed digital marketing tools (Analytics, Aderving, Cloud, CRM) in 30+ countries for a CAC 40 company.
- Delivered digital media (multi-touch attribution, ROPO) & websites UX analyses.

#### Dailymotion – Video-sharing platform

Paris, France

##### > Sales & marketing manager apprentice

Oct 2016 – Oct 2017

#### Ubisoft – Video games developer & publisher

Paris, France

##### > Data analyst intern

Oct 2015 – May 2016

#### Proximity BBDO – Digital advertising agency

Paris, France

##### > Web analyst intern

May 2015 – Oct 2015

#### Leo Burnett – Advertising agency

Paris, France

##### > Account manager intern

Jul 2014 – Aug 2014

### EDUCATION

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#### Paris-Dauphine University

Paris, France

##### > Marketing & Strategy Master's degree

Oct 2014 – May 2017

##### > Management Bachelor's degree

Oct 2011 – May 2014

### LANGUAGES & ACTIVITIES

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#### Languages

French (native), English (fluent, TOEIC: 960/990), Italian/Spanish (basics).

#### Hobbies

Cinema of any genre, music from all horizons, sport on every surface.