



# EMERAN GAINVILLE

DIGITAL MARKETING SPECIALIST

FRENCH - LIVING IN BARCELONA - DRIVING LICENSE

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CURIOUS  
CREATIVE  
PRAGMATIC

## HI,

I am a senior digital marketing and growth professional with 8+ years of experience driving SEO and multi-channel campaigns. Skilled in web design, technical optimization, and process improvement to boost efficiency.

I excel at turning insights into measurable growth. Fluent in English and Spanish, I thrive in multicultural teams and enjoy collaborating on projects fueled by passion, creativity, and ambition.

## WORK EXPERIENCE

### Growth manager - Ukio

BARCELONA, SPAIN | 04/2024 ONWARDS - Company operating in 5 different countries

- Missions:**
- Lead SEO strategies and manage the content team (4 people) handling 1,500 apartment listings across 38 platforms, optimizing and automating processes.
  - Produce and supervise multimedia content: videos, visuals, prints, brand assets, websites
  - SEA & social ads with agency: set up tracking, pages, creatives, and audience segmentation.
  - Develop brand consistency across channels and explore new growth opportunities
- Results:**
- +90% organic traffic and improved search rankings.
  - 40% reduction in manual listing updates via automation and bulk editing processes
  - Launched guest website, reducing inquiries to the Guest Experience team by 30%.
  - +30% ROI on paid campaigns

### Senior SEO consultant - Keyweo

BARCELONA, SPAIN | 08/2021 - 08/2023 - Agency work for 23 clients

- Missions:**
- Audit: Keyword research, technical & netlinking audits, competitive benchmarking.
  - Operational: Editorial & link-building plan implementation, technical SEO optimization.
  - Analytics: SEO KPI tracking, conversion setup, Data Studio dashboards, strategic recommendations.
  - Google Ads: Campaign creation and management.
- Results:**
- Managed 5 website migrations and 3 new website builds.
  - Oversaw \$23K monthly ad budget across 19 clients.
  - Improved internal processes to boost productivity and streamline communication.

### Digital marketing Specialist - The Good Digital Collective

SYDNEY, AUSTRALIA | 05/2019 - 04/2021 - Agency work for 7 different clients

- Missions:**
- SEA & Social Ads: Client account management, content & audience creation, budget tracking, remarketing, testing & optimization, and account structuring.
  - SEO: Audit for Greenpeace New Zealand and implementation of recommendations.
  - UX & Web Design: Website creation & migration, landing page design for lead generation.
  - Email Automation: Lead integration, content creation, journey design, tracking & A/B testing.
- Results:**
- Built 4 websites, 1 migration from WooCommerce to Shopify, and designed 2 brand guidelines.
  - Managed 3 Facebook Ads and 4 Google Ads accounts.
  - Designed and implemented 10 email workflows integrated with lead generation pages.

### Traffic manager - Greenpeace Australia Pacific

SYDNEY, AUSTRALIA | 01/2018 - 02/2020 - Work for the digital fundraising team

- Missions:**
- SEO: Website audits, bug fixing, keyword targeting, content creation & optimization.
  - UX & Web Design: Landing page design (donation & lead gen), UX improvements, A/B testing.
  - Marketing automation: SEA, circuit creation, audience segmentation, tracking & analysis.
- Results:**
- +18.2% organic traffic, 15,500 bugs resolved, 23 pages ranking in the top 5 for high-traffic queries.
  - 160 landing pages designed, with a new process reducing go-live time to under 2 hours.
  - Email flows reaching 1.5M recipients, achieving a 12.5% open rate and raising \$90K.

**Tools I excel in:** WordPress, PrestaShop, Shopify, Elementor, WPBakery, Webflow, Raisely, Instapage, Sanity, Google Search Console, Screaming Frog, Google Analytics, Looker Studio, Ahrefs, Majestic, SEMrush, PageSpeed Insights, Yoast, UTM Manager, Google Ads, Facebook Ads Manager, Autopilot, OptinMonster, Mailchimp, Canva, Adobe Suite, Salesforce, HubSpot, Metabase, Google Workspace, ChatGPT.

## EDUCATION

- The Hacking Project, Paris, France**  
2020 | Full stack web developer 3 month intensive bootcamp
- ESC Rennes School of Business, Rennes, France**  
2010-2014 | Msc in Digital Marketing & International Communication
- Universidad Austral, Rosario, Argentine**  
2011 | Academic exchange - Marketing cursus
- Université de Bretagne Sud, Vannes, France**  
2009-2010 | 2nd level of BA in Economics & Business management

## SKILLS

### DIGITAL

EMAIL AUTOMATION	<div><div></div></div>
SEO	<div><div></div></div>
SEA	<div><div></div></div>
SOCIAL ADS	<div><div></div></div>
ANALYTICS	<div><div></div></div>
HTML & CSS	<div><div></div></div>
RUBY ON RAILS	<div><div></div></div>

### MANAGEMENT

AGILE APPROACH	<div><div></div></div>
PROJECT MGT	<div><div></div></div>
BUDGETING	<div><div></div></div>

### CMS

WORDPRESS	<div><div></div></div>
SHOPIFY	<div><div></div></div>
PRESTASHOP	<div><div></div></div>

### MULTIMEDIA

WEB DESIGN	<div><div></div></div>
GRAPHIC DESIGN	<div><div></div></div>
VIDEO & PHOTO	<div><div></div></div>

### LANGUAGES

ENGLISH : C2 level	<div><div></div></div>
SPANISH : C1 level	<div><div></div></div>
FRENCH : Fluent	<div><div></div></div>

## REFERENCES

- Tristan Greenacre**  
Greenpeace Australia Pacific  
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- Lorenzo Panlilio**  
Ukio  
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## HOBBIES



SURFING



VIDEO  
EDITING



TRAVELS &  
NATURE

THANKS