

Jérémy Lanfranchi

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Summary

Result-focused growth marketer with a thorough understanding of social media, content marketing, AAARRR funnel and brand strategy.

Over 5+ years of experiences in both digital and print publishing. Expertise in leading the design and development of many websites. Enthusiastic team leader and strategic problem solver; optimistic and influential.

Experience



Growth Manager

GitGuardian

Sep 2021 - Present (8 months +)

GitGuardian is the code security platform for the DevOps generation.



Consultant Growth Marketing

IMMERSO

2019 - Sep 2021 (2 years 9 months)

Clients I've worked with: Neovel, Orféo Paris



Growth Marketer & Photographer

Jérémy Lanfranchi

Jan 2017 - Sep 2021 (4 years 9 months)

Clients I've worked with: VMware, Dell, LG Electronics, Adeline Klam Paris, Opale Systems, Tenedis / Riverbed, ...

Helping with lead generation, ABM campaign, Digital Ads campaign, dedicated page & shopify website. Anything that can help a sale or a marketing team reach their goals.



Growth Marketing Manager

Studapart

May 2019 - Oct 2019 (6 months)

- Global NPS of Studapart users (student & landlord)
- Increased our booking activation rate up to +70% in specific clusters
- Improved customer journey tracking strategy



Growth Marketer

Phenix

Dec 2018 - Mar 2019 (4 months)

- Collected 800+ answers from targeted personae
- Scraped over 5k+ point of sales in France
- Facebook Ads/Google Ads (Allocated Budget of 300k€)
- 35k download in 4 months (for 30k€)

- 100k download in 7 months

Social Media Manager for Movember France

Agence PopSpirit

Jul 2017 - Dec 2017 (6 months)

6 month mission including an intensive 2 month social media campaign on Facebook & Twitter.

Movember France Social Media campaign key takeaway :

- > 12 millions persons reached over 60 days organically on Facebook
- + 65% post impressions compared to 2016 France Campaign
- + 10% Facebook followers acquired
- + 18% Twitter followers acquired

Founder

Ditched.DK

Feb 2013 - Jan 2017 (4 years)

Ditched.Dk was founded in order to help the scooter community grow in a creative and inspiring way.

- Lead a team of 4 people working on content creation during 2 years
- Social media management – Facebook & Instagram community of +10K followers
- Launched ditched.dk app on IOS & Android – 1.6K downloads & 5## on App Store
- Facebook ads, SEO
- Content creation / +1200 articles written over 4 years
- Ditched.Dk magazine
- 5000 copies printed every 2 month
- Distributed over 150 specialized shops worldwide

Associate

UrbanArtt

Jan 2012 - Dec 2016 (5 years)

- Creation and management of an international team of pro athletes
- Media strategy to ensure a relevant commitment of the brand
- Scooter part design (CAD, drawings, strength of materials analysis)
- Media production (photo/Video, graphic design)
- Video production coordinator
- Travel management & animation
- Branding

Director of Photography

French Toast magazine

Apr 2012 - Oct 2013 (1 year 7 months)

In charge of all the photography and illustration content in French Toast magazine

- Lead photographer (Action/product/reports)

- Worked with actions sports photographers around the world (Europe, USA, Australia)
- Content editor & Community manager of Frenchtoastmagazine.com

Automotive seat designer for utilitarian vehicle

Renault Group

Sep 2010 - Jun 2012 (1 year 10 months)

Plastics and steel part design of the driver seat and passenger seat for the new Renault Master.

- Part design on Catia v5
- Parts development in a complex and busy environment
- Prototype drawings
- Knowledge about car crash and security system such as seat belt and airbag.

Freelance Photojournalist

French Toast magazine

Apr 2010 - Apr 2012 (2 years 1 month)

Education

Le Wagon

FullStack developper, Web Development

2018 - 2018

Attended Le Wagon Bali - Batch #163

9-week intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript ES2015, SQL, git, GitHub, Heroku and Ruby on Rails. Designed, Implemented and Shipped to production a clone of AirBnB and a Rails prototype of a social media music community using the spotify API.

Growth Acceleration

Growth Hacking Bootcamp

2018 - 2018

Attended Growth Acceleration Paris - Batch #001

Digital marketing is dead. Long live to growth marketing.

Growth Acceleration is a 5 days growth hacking bootcamp in Paris which teach you the growth hacker mindset.

Squared Online

Certification, Digital marketing

2017 - 2017

Squared Online is the digital marketing course developed with Google. It's a 5 month online marketing certification in english. Each modules has a project group we had to create with an international virtual team around topics we would have seen during classes.

EF Executive Language Institute

Advanced Business Diploma, Marketing/Business

2012 - 2013

Abroad studies in San Francisco and got certified from a Marketing/Business Master Diploma.

TOEFL ITP : 537/627 --> Level CECRL : B2



CFAI Mécavenir

BTS Conception de Produits Industriels en alternance (Mechanical designer advanced diploma), Mechanical Engineering

2010 - 2012



Lycée Richelieu

Baccalauréat STI Genie Mécanique (Industrial science and technology diploma mechanic oriented), Mechanical design, CAD, Automation, Industrial process

2005 - 2010

Licenses & Certifications



Google Squared Online - Squared Online

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Google Analytics Individual Qualification - Google

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