

Hugo Landry-Hamel

hello@hugohamel.com

<http://www.hugohamel.com>

<https://www.linkedin.com/in/hugoh/en>

I am a growth marketer with a product management and technical background (UX design and Web development). I also have strong knowledge in conversion optimization, acquisition and onboarding, user experience and interaction design.

Client and campaign results

- Generated 16K app downloaded at 3.29\$/install in 2 weeks (Industry average: 4.12\$/install) .
- Generated 3x more downloads in 2 days, with 40% less spent, than a AI/Machine Learning solution, for Facebook Ads, did in 2 weeks.
- Acquired, in 1 month, nearly 60 leads with a good lead acquisition rate of 26% and a conversion rate of 18%, with a budget of \$ 2,500.
- Increased click-through rate by 8% and reduce bounce rate by 11% in 1 month.
- Generated more than twice the sales of what has been invested in advertising.
- Increased market coverage by 24% in a few months to cover 79% or more depending on the target market.
- Increased the visibility of a website by 83% to increase it visits by 60%.
- Acquired, in 1 month, 129 calling leads and 12,000 clicks with an average cost of \$ 0.40.

Experiences

Freelancer

02 / 2012 - Today

Growth Engineer (Digital Marketer, Growth Marketer & Web Developer), Product Manager & UX Designer

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Yellow Pages

07 / 2017 - 01 / 2018

Growth Hacker

- Users acquisition and retention
- Design active user growth strategies
- Setting up experiments and A/B tests optimization
- Push notification and email marketing strategy definition and performance follow up
- Stickiness components injection in the product features
- Paid (Facebook Ads, Google Adwords & Snapchat Ads) acquisition campaigns management with a six-figure quarterly ad spend

Inbe

01 / 2017 - 05 / 2017

Web Marketing & Software Product Manager

- Strategic recommendations for the development of the SaaS platform
- Developing web marketing strategies to acquire leads
- Develop and analyze ad campaigns (AdWords, Facebook and LinkedIn)
- Develop landing pages for marketing campaigns
- Optimizing the onboarding process and visitor conversion (CRO)
- Search engine optimization (SEO)

Solo Communications

02 / 2016 - 12 / 2016

Digital performance analyst

- Creating, monitoring, designing reports and strategic analysis of advertising, social and digital campaigns (AdWords)
- Creating, monitoring and strategic analysis of websites performance
- Performance analysis and tools integration to measure performance and dashboard creation
- Improving processes, strategies and implementation of marketing plan

Unik Média

09 / 2014 - 02 / 2016

Project Manager & Web Strategist

- Develop web and marketing strategies and advertising campaigns
- Conversion rate optimization (CRO) and search engine optimization (SEO)
- Designing wireframes (UX / UI) for landing pages
- Develop and find tools to improve performance and methods
- Coordinate simultaneously the development and the implementation of several projects
- Manage the design and the development team
- Establish objectives, plan daily tasks and supervising work progression
- Find anomalies and prepare quality assurance (QA) reports (Cross-browser (IE8 and more), iOS & Android)
- Analyze user experience and performance of websites

Régie de l'assurance maladie du Québec

10 / 2012 - 08 / 2014

Web Developer

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Leonard - Design et génie Web

03 / 2014 - 06 / 2014

Web Strategist

- Conduct analysis of products, concepts, projects, companies, competitors, websites, web and mobile applications, content, search engines, social media and blogs
- Make recommendations related to my analysis
- Develop strategies and web marketing and advertising campaigns
- Optimize converting visitors (CRO) and search engine optimization (SEO)
- Develop wireframes (UX / UI) for landing pages
- Develop and find tools to improve performance and methods

Ordimédia Plus

03 / 2010 - 05 / 2012

Marketing Director & Virtual Telephony Project Manager

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Web1stLine (08 / 2007 - 09 / 2008) & Jersko (01 / 2009 - 2012)

Owner of a computer company and a design company

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Certifications

Google AdWords (Google Partners)

04 / 2014 - 10 / 2017

Google

Google Analytics (Google Partners)

01 / 2016 - 08 / 2017

Google

Inbound Certification

12 / 2015 - 01 / 2017

HubSpot

Education

Université Laval

2015 - 2017

B.A., Digital marketing

Custom bachelor allowing the development of skills from various programs: Marketing, Communication, Consumer science and Graphic design.

Cégep de Ste-Foy

2011 - 2014

DEC, Web Design & Development

Specialization subject : Conversion optimization (CRO: Conversion Rate Optimization)