

Issa NDIEGUENE

Senior Performance Marketing

Canadian citizen
Notre-Dame-des-Prairies, QC
514-604-1095
ndiegueneissa@gmail.com

PROFESSIONAL PROFILE

Digital marketing professional with over 10 years of experience designing, deploying and optimizing multichannel advertising campaigns (Google Ads, Meta, TikTok, Amazon, Programmatic). Expert in leveraging analytics and artificial intelligence tools to maximize ROI, reduce acquisition costs (CPA) and scale conversions. Recognized for driving innovative digital strategies, managing significant budgets and collaborating effectively with creative, content and merchandising teams.

CORE SKILLS

Digital Advertising	Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Pinterest Ads, Bing Ads, Amazon Ads, Programmatic (DV360, Criteo, Acuity)
AI & Automation Tools	ChatGPT, Claude AI, Gemini, Jasper, Copy.ai, Midjourney, DALL-E, Perplexity AI, Google Performance Max AI, Meta Advantage+
AI Applied to SEA	Smart Bidding (Google), Advantage+ Shopping (Meta), Amazon Sponsored AI, Automation Scripts, Lookalike AI Audiences
Data Analytics	Google Analytics 4, Tag Manager, Google Looker Studio, SEMrush, Power BI
Marketing Strategy	Digital strategy design & execution, KPI management (CPA, ROAS, CPC, CPL, CPM, LTV)
CRM & Email Marketing	Klaviyo, Mailchimp, HubSpot — segmentation, automation, A/B testing, engagement rate optimization
E-commerce & CMS	Shopify, Magento, WordPress, Wix — store management, conversion funnel optimization
Content Creation	Adobe Photoshop, Canva, SEO copywriting, video editing, AI-generated visuals
Social Media	Facebook, Instagram, TikTok, X, LinkedIn, Hootsuite, Sprout Social

PROFESSIONAL EXPERIENCE

Senior Digital Advertising Specialist | Chanv Inc. | Drummondville, QC | Sept. 2024 – Present

- Design and management of digital advertising strategies across all platforms (Meta Ads, Google Ads, Amazon Ads, TikTok, X, Reddit) to boost brand visibility and maximize ROAS.
- Full management of the Amazon Seller Central account: product listing creation and optimization, Sponsored Products/Brands/Display campaign setup and continuous bid and keyword optimization.
- Leveraged Meta Advantage+ and Google Performance Max AI features to automate campaign optimization and improve performance without increasing budget.
- Led email marketing strategies via Klaviyo: automated flow creation, advanced audience segmentation, A/B testing of subject lines and content, analysis of open and click-through rates.
- Close collaboration with creative, content, UX and merchandising teams to ensure message consistency and alignment with overall business objectives across all channels.
- Monitored and analyzed KPIs (CPA, ROAS, CTR, conversion rate) using GA4 and Looker Studio to guide strategic decisions and optimize advertising spend in real time.

Digital Marketing Manager | Bentley & Co Ltd | Montreal, QC | 2024

- Led paid media strategy across Google Ads, Facebook Ads, TikTok Ads and Microsoft Ads: campaign planning, audience definition, deployment and continuous optimization to maximize ROI.
- Supervised advertising budget allocation and strict tracking; used analytics tools (GA4, SEMrush) to adjust bids and creatives in real time based on performance data.
- Built custom dashboards on Google Looker Studio providing real-time visualization of key KPIs (ROAS, CPA, impressions, clicks, revenue) for leadership and operational teams.
- Collaborated with partner agencies for production of advertising content (visuals, videos, copy) ensuring alignment with brand identity and business objectives.
- Utilized AI tools (ChatGPT, Jasper) to write high-performing ad copy, generate creative variations and rapidly analyze market trends.

Digital Media, Affiliate & Analytics Specialist | Groupe Marcelle | Montreal, QC | 2021 – 2024

- Developed and executed paid media campaign strategies for 4 distinct brands (Lise Watier, Marcelle, Annabelle, CW Begg and Sons), ensuring alignment with each brand's growth and awareness objectives.
- Built traffic acquisition strategies based on in-depth consumer behavior analysis using Google Ads, Facebook Ads, Pinterest Ads, TikTok Ads and programmatic advertising networks (DV360, Criteo).
- Continuously optimized campaigns by adjusting bids, targeting parameters and creatives in real time to maximize conversions and lower acquisition costs (CPA).
- Managed end-to-end affiliate programs: partner selection, terms negotiation, budget management and rigorous monthly billing and performance tracking.
- Generated detailed KPI reports (ROAS, CPA, CTR, conversion rate, revenue) using GA4, SEMrush, Google Looker Studio and Excel to support data-driven decision-making.

- Leveraged Google Smart Bidding algorithms and Meta Lookalike Audiences to improve targeting precision and automatically optimize bids toward conversion objectives.

Digital Media Specialist | J7 Medias | Montreal, QC | 2020 – 2021

- Managed and optimized advertising strategies for a portfolio of 10 diverse clients (B2B and e-commerce) across Google Ads, Facebook Ads, TikTok Ads and Microsoft Ads, with tailored performance objectives per client.
- Designed sales and lead generation funnels integrating Facebook ads, optimized landing pages and email campaigns (HubSpot, Mailchimp, Klaviyo) to maximize conversion rates.
- Analyzed bounce rates, user journeys and friction points to improve the customer experience and increase overall conversion rates across client funnels.
- Launched and monitored personalized email marketing campaigns for each client, including audience segmentation, workflow automation and performance analysis (open rate, CTR, conversions).
- Briefed and collaborated with creative teams to develop impactful advertising visuals consistent with each brand's identity and tone of voice.

Content & SEO Manager | INNOV4AFRIQUE | Dakar, Senegal | 2018 – 2019

- Developed and implemented a comprehensive content marketing strategy aimed at improving organic search rankings (SEO) and increasing the online visibility of the I-Shop Marketplace.
- Managed company social media accounts: engaging content production, community management, interaction moderation and audience growth through targeted social advertising campaigns.
- Deployed and managed advertising campaigns on Google Adwords, Facebook Ads and LinkedIn Ads, using remarketing techniques to retarget users who had previously interacted with the platform.
- Created visual assets and promotional videos (Adobe Photoshop, Canva) to support marketing campaigns and reinforce the brand's visual identity.

Social Media Manager | Jumia E-commerce | Dakar, Senegal | 2017 – 2018

- Set up and managed a comprehensive social media strategy to increase brand awareness and drive sales for the Jumia marketplace, including editorial planning, content production and community engagement.
- Deployed targeted Facebook Ads campaigns focused on the most profitable market segments; adjusted targeting, bids and creatives in real time to maximize ROI.
- Analyzed campaign performance using Google Analytics and social media insights; produced performance reports and formulated strategic recommendations to improve sales results.
- Used social media management tools to schedule, publish and analyze posts, improving the efficiency and reach of both organic and paid campaigns.

Digital Marketing Manager | Agence Totem | Dakar, Senegal | 2015 – 2016

- Designed and implemented tailored digital marketing strategies for various agency clients, focusing on advertising campaign optimization across Adwords, Facebook Ads and LinkedIn Ads.
- Supervised, trained and mentored junior digital team members to ensure best practices in campaign management, bid optimization and performance analysis.
- Managed and developed relationships with influencers and external partners to amplify campaign reach and strengthen the credibility of client brands.
- Tracked campaign performance through Google Analytics and advertising platforms; produced regular reports and adjusted strategies to continuously improve client results.

EDUCATION & CERTIFICATIONS

Education

- Bachelor's Degree in Marketing (equiv.) – HEIC, 2014
- Google Digital Marketing & E-commerce – Professional Certificate

Certifications

- Google Ads Search – Google Digital Academy
- Google Analytics (GA4) – Google Digital Academy
- Meta Certified Media Buying Professional – Meta
- Email Marketing Certified – HubSpot Academy
- Digital Marketing Certificate – Shaw Academy