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FLORENT VOSSE

Digital Marketing Specialist

Digital Marketing Specialist with 10+ years of experience developing and executing multi-channel marketing strategies that drive online growth, audience engagement, and brand visibility. Proven track record managing SEO, PPC, and social media advertising campaigns, optimizing content for search and conversion, and using data-driven insights (Google Analytics, KPI reporting) to maximize ROI. Skilled at translating campaign performance into actionable strategy, with strong cross-functional collaboration and advanced bilingual (French/English) communication skills.

EMPLOYMENT HISTORY

AI BUSINESS ANALYST / PRODUCT MANAGER
Jan 2024 – Present

New Vision Concept — *Kelowna*

- Defined KPIs and built analytics dashboards to measure campaign and product performance across channels.
- Built automated reporting workflows consolidating data from three systems into weekly executive dashboards.
- Designed A/B testing framework to measure engagement and conversion improvements across customer segments.
- Gathered cross-functional requirements from sales, engineering, and support teams to align strategy and execution.
- Trained marketing and product teams on analytics dashboards to track performance metrics and KPIs.
- Validated data quality issues in CRM integration, improving the accuracy of marketing and reporting data.

SOCIAL MEDIA SPECIALIST
Jan 2014 – Dec 2023

New Vision Concept — *Montreal*

- Developed and implemented comprehensive digital marketing strategies across Facebook, Instagram, and Twitter, driving traffic and lead generation.
- Designed and managed A/B-tested Facebook ad campaigns (PPC), lowering cost-per-click and improving ad relevance and ROI.
- Optimized website and social content for SEO and UX, improving visibility, engagement, and conversion rates.
- Built and launched a weekly editorial content calendar in Hootsuite, increasing publishing consistency across three channels.
- Produced short-form video content optimized for Instagram Reels and TikTok to boost audience engagement.
- Compiled monthly Google Analytics reports tracking traffic sources, KPIs, and content conversion trends.
- Built an influencer outreach program, securing sponsored partnerships with local creators for campaigns.
- Maintained content approval workflow in Trello, reducing publication errors and missed deadlines.
- Collaborated cross-functionally with marketing and sales teams to ensure brand consistency and align on objectives.

CUSTOMER SUPPORT REPRESENTATIVE
Mar 2021 – Jul 2021

Nexone — *Montreal*

- Resolved escalated billing disputes via Zendesk and documented troubleshooting steps in the internal knowledge base, cutting resolution time and repeat tickets.
- Communicated with customers in advanced written and oral French, ensuring clear, brand-consistent messaging.

CUSTOMER SUPPORT SPECIALIST
Jan 2021 – Apr 2021

Concentrix — *Montreal*

- Resolved inbound billing and account questions in a single interaction, documenting outcomes in CRM to keep records complete.
- De-escalated complaints and provided clear next-step communication, retaining accounts and rebuilding customer confidence.

UNIFORMS SALES REPRESENTATIVE
Jun 2019 – Dec 2020

Cintas — *Boucherville*

- Reviewed account purchase histories in CRM to recommend optimal reorder timing and reduce stockouts.
- Prepared professional line sheets and sample kits for buyer meetings, improving product clarity in pitches.
- Negotiated contract terms and pricing with facility managers, securing multi-month service agreements.

EDUCATION

CERTIFICATE, COMMUNITY MANAGER / SOCIAL MEDIA MANAGEMENT **Jan 2018 – Aug 2020**
Formalis *Paris*

Comprehensive education in building and engaging online communities, with coursework covering social media strategy, content development, crisis management, and analytics.

CERTIFICATE, DIGITAL MARKETING **Sep 2014 – Jun 2016**
EMWEB *Paris*

Certificate focused on leveraging online strategies to promote products and services, including digital advertising, social media marketing, SEO, and data analytics.

SKILLS

Digital Marketing Strategy, SEO, PPC & Paid Social Advertising, Social Media Management, Content Creation & Optimization, Email Marketing Automation, Campaign Management, Google Analytics, Google Ads, Facebook Ads Manager, KPI Reporting & Data Analysis, CRM Systems, Cross-Functional Collaboration

LANGUAGES

French *(Native)*, English *(Highly proficient)*