

Alexandra Lupin

Paid Search Lead



With over a decade of experience as a Paid Expert, I have honed my skills within premier French and international agencies. My specialization lies in navigating the intricate landscapes of Google and Microsoft Ads advertising ecosystems. I excel in optimizing performance media investments, collaborating seamlessly with cross-functional teams encompassing diverse expertise in data science, tracking, CRM, and media assets. My fervor for contributing to dynamic and international teams drives my passion for delivering impactful results in the ever-evolving realm of digital marketing.

Driving License

📍 PARIS (France) France

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EXPERIENCES

Paid Search (SEA) Director

Jellyfish - Since June 2021

Director France & Israel markets

Customers in Software, Retail, Luxury Travel and Banking industries



Senior Manager Paid Search

Jellyfish - June 2020 to 2021

- ▶ Portfolio of Customers :
 - Swarovski
 - Tableau
 - Crédit Agricole
 - Société des Bains de Mer de Monaco
- ▶ Lead the french team
- ▶ Participated to pitches and new business generation
- ▶ Expertise & learning lead

jellyfish

Head of Paid Search

IPG Mediabrands - December 2019 to November 2020

Head of Paid Search

Customers : Johnson & Johnson

France Galop

IPG MEDIABRANDS

Senior SEA Consultant

Performics - March 2017 to November 2019

Customers : Weekendes, Nestlé, Ixina, Caisse d'Epargne. Procter & Gamble on Amazon Advertising



SEA Consultant

Keyade (WPP, GroupM) - November 2013 to November 2016 - Full-time - Paris - France

- ▶ Create, Manage and Optimize International SEA / SEM Accounts.
- ▶ Report, Analyze KPI's, conduct analysis and write recommendations.
- ▶ Consultant in strategy, media investment budgeting
- ▶ Run and optimize campaign in more than 10 countries and 4 languages
- ▶ Customers : Dyson, Jacadi, Marionnaud, Monnier Frères, Voyageurs du Monde, Club Med South Africa
- ▶ Participated in RFP's

Keyade

Assistant Account Manager

JVWEB - April 2013 to October 2013 - Montpellier - France

- ▶ Create, manage and optimize Adwords campaigns.
- ▶ Manage Facebook & Social Network campaigns.
- ▶ Worked on major Accounts such as Yves Rocher
- ▶ Wrote weekly corporate blog articles.



EDUCATION

Master Degree in Management

ESCP EUROPE

September 2007 to November 2011

Major in Entrepreneurship

MBA spécialisé Marketing et Commerce sur Internet

INSTITUT LÉONARD DE VINCI

October 2012 to December 2013

MBA in Internet Marketing and e-Commerce

Master Degree in Philosophy

PARIS IV SORBONNE

September 2004 to June 2007

SKILLS

Languages

English Bilingual (TOEIC certified 990/990 July 2013)