



**James Storr**  
**Director of Digital Acquisition Performance**

37 years old

## Experiences

### Director of Digital Acquisition Performance

**Accor - Since January 2017 - Full-time - Paris - France**

- ▶ Responsible for improving performance of digital acquisition channels worldwide (Paid Search, Metasearch, Affiliation, Retargeting, Display, Paid Social)
- ▶ Set up successfully from scratch a new team of 6 Digital Acquisition Analysts and increased Digital Acquisition revenue by +391% over a 10 year period, reaching a record revenue of 900M€
- ▶ Defined the global acquisition strategy, optimized mix-marketing and implemented regional action plans to help reach objectives
- ▶ Convinced key stakeholders within the company to start optimizing our activity based on customer life time value and promoted the recruitment of new clients to ensure long term growth and profitability
- ▶ Identified new opportunities, led and coordinated successfully key projects to improve digital performance: Attribution, Call tracking, Analytics, Cross-device, DMP, Revenue Management data integration
- ▶ Built and automated digital activity reporting by selecting and implementing best-in-class data-visualization solutions (Tableau Software, Microstrategy, Google Data Studio)
- ▶ Managed a yearly budget of 70M€+

### Head of Paid Search (SEA)

**Accor - January 2014 to December 2016 - Full-time - Paris - France**

- ▶ Responsible for all paid search activities worldwide across all AccorHotels websites
- ▶ Led successfully a team of 11 Paid Search Managers and increased Paid Search revenue by +358% over a 8 year period, reaching a record revenue of 670M€+
- ▶ Defined, implemented and coordinated the paid search strategy worldwide across all brands and business lines in collaboration with local e-commerce teams and agencies
- ▶ Launched and optimized successfully paid search campaigns to support new company activities (Marketplace & F&B in particular)
- ▶ Facilitated the migration of paid search campaigns for brands recently acquired (FRHI Hotels, Mama Shelter)
- ▶ Renegotiated contracts with our different service providers and partners (agencies, bid management solution, Huazhu joint venture)
- ▶ Trained, inspired and motivated paid search managers under my responsibility allowing them to evolve to more senior positions within the company
- ▶ Managed a yearly budget of 30M€+

### Senior SEM Manager (SEA & SEO)

**AccorHotels - April 2009 to December 2013 - Full-time - Paris - France**

- ▶ Responsible for managing and optimizing AccorHotels paid search, paid social and organic search channels
- ▶ Coordinated the implementation of the SEM strategy on a worldwide basis, by organizing trainings, sharing guidelines and best practices with local e-commerce teams and agencies
- ▶ Optimized SEM performance by launching new products and campaigns (RLSA campaigns, Adwords extensions, Facebook campaigns, content creation, link building campaigns and Google My Business)
- ▶ Implemented successfully new tools to help improve SEM performance (Kenshoo bid management, Boost CTR, Maxymiser A/B testing, Search Metrics)
- ▶ Launched successfully AccorHotels' first paid social campaigns on Facebook and created bridges with paid search audiences via Kenshoo Intent-Driven Audiences (award received)
- ▶ Provided performance reporting to internal stakeholders including top management, business performance and countries

### Internet Project Manager

**Self-Employed - December 2010 to August 2012 - Paris - France**

- ▶ Management and monetisation of several self-owned websites (Adsense, CPA, Affiliate Marketing)
- ▶ SEO & SEA management and optimization of these websites

### Marketing Analyst

**BNP Paribas - July 2007 to December 2007 - Internship - Amsterdam - Netherlands**

- ▶ In charge of the commercial reporting for the Netherlands
- ▶ Analysis of the client portfolio in order to define trends and increase client profitability
- ▶ Revenue management & coordination

## Skills

### Awards

- ▶ Boost Your Potential 2018
- ▶ Audience-Driven Marketing 2017

### Languages

- ▶ English
- ▶ French

### Traffic Acquisition

- ▶ Attribution & Mix-marketing
- ▶ Web Analytics
- ▶ Search Engine Advertising
- ▶ Search Engine Optimization
- ▶ Meta-Search
- ▶ Affiliate Marketing
- ▶ Display
- ▶ Paid Social

### Tools

- ▶ Easyence Attribution
- ▶ Tableau Software
- ▶ Kenshoo Bid Management
- ▶ Google Adwords
- ▶ Google Analytics

### Professional Certifications

- ▶ HEC Data for Managers 2021
- ▶ Mazeberry Attribution in 2018
- ▶ Google Analytics in 2017
- ▶ Google Adwords in 2012

## Interests

### Internet Marketing

- ▶ Organic and paid search (SEO & SEA)
- ▶ Website Monetization

### Finance

- ▶ Trading Cryptocurrencies
- ▶ Trading Stock Exchange, Forex

### Activities

- ▶ Traveling
- ▶ Online Poker & Sport betting

## || Education

MBA Online Marketing

ILV

October 2008 to April 2009

BBA International Business

ESSEC

September 2003 to June 2008