



# GENNA HILAIRE

SR ACCOUNT MANAGER | DIGITAL | MARKETING

**FRENCH | MAY 3 1983**

Native French  
Bilingual Spanish | English

Remote work

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## PROFESSIONAL SKILLS

Local , Adaptive SEO  
PPC  
Social media marketing  
Marketing automation  
Reporting & Analytics  
Campaign management  
Customer relationship management  
Business development  
Brand awareness  
Website design, UX  
Wordpress, Shopify, Wix, Godaddy  
HTML | CSS3

## PERSONAL SKILLS

Empathy  
Organization  
Communication  
Critical thinking  
Creativity  
Problem Solving  
Curiosity

## EDUCATION

**Diploma Digital project manager  
UX specialization**

- DC Digital Campus Paris (France, 2016)

**Master's degree in International Management**

- PSB Paris School of Business (France, 2007)

**Bachelor's Marketing & Cultural Intelligence  
Student Exchange program**

- Monmouth College (USA, 2006)

**Associate's degree International Business**

- MELH (France, 2004)

## ABOUT

I leverage my core strengths—digital marketing expertise, exceptional communication, creativity and analytical thinking—to drive top-tier digital initiatives to success.

## WORK EXPERIENCE

**Braven Agency (Los Angeles, CA)**

Digital marketing agency | 2023 - now

**SR ACCOUNT MANAGER (remote)**

- Primary point of contact for clients and lead cross team communication.
- Responsible for performance and quality of the digital product delivery.
- Track multiple ad campaign performances and ensure programs deliver on time and on budget.
- Set up, monitor and adjust SEO campaigns.
- Lead manager of the team.

**Influx Group (Canada)**

Web 3.0 Marketing agency | 2021 - 2023

**TEAM LEAD AND CAMPAIGN MANAGER (remote)**

- Responsible for managing team effort to plan, implement and monitor clients social media strategies (Tik Tok, Instagram, Discord, Telegram).
- Fostering brand awareness, improve marketing results and increase sales.
- Cryptocurrency projects, DeFi platforms, NFT RPG Blockchain games...

Freelance | 2020 - Now

**DIGITAL CONSULTANT (remote)**

- Direction and coordination of digital and BTL ad campaigns.

**sharingbox (Mexico)**

Design & production of premium brand activations | 2016 - 2019

**MANAGER & BUSINESS DEVELOPER**

- Oversaw growth strategy and day-to-day operations.
- Helped maximize ROI of activations, Negotiated and closed sales deals.

**Publicis Health (Mexico)**

Advertising agency | 2011 - 2013

**KEY ACCOUNT MANAGER**

- Accounts management, Brand identity.
- Campaigns budget and supervision, Negotiation with suppliers.

**Circus (Mexico)**

Advertising agency | 2010 - 2011

**ACCOUNT EXECUTIVE**

- Developed creative strategies, Generated reports.
- Supervised BTL and digital activations.

