



Hicham Laaouina

DIGITAL CAMPAIGN & PROGRAMMATIC MANAGER

CONTACT

+33 7 51 15 03 00

contact@hichamlaaouina.com

hichamlaaouina.com

Paris · Île-de-France

SKILLS

PROGRAMMATIC & DISPLAY

Criteo DSP DV360

RTB · Bid Management Retargeting

Display · VOL Video Advertising

CAMPAIGN & ACCOUNT

Account Management

Media Planning AdOps

QBR & Reporting Upsell / Cross-sell

ANALYTICS & MEASUREMENT

GA4 Adobe Analytics GTM

Excel Avancé Biron · Fastmag

PAID & CRM

SEA / Google Ads Paid Social

Klaviyo Affiliation CPA SEO · SMO

KPIs

ROAS · CPA · CPM Viewability

Incrémentalité CTR · ROI · CPL

EDUCATION

Master Global Digital Business

Univ. Lille × Zagreb
2022 – 2024

Bachelor Digital Entrepreneurship

University of Caen
2021 – 2022

HND Business Management

Lycée Léonard de Vinci
2019 – 2021

CERTIFICATIONS

Amazon DSP Certification Amazon
Programmatic Masterclass StackAdapt
Commerce Growth Criteo
Google Analytics 4 Google
Adobe Analytics Adobe
Digital Marketing Google
SEO Fundamentals HubSpot

LANGUAGES

French Native
English Professional
Spanish Beginner

Specialist in **digital account and campaign management & programmatic** – from activation to ROI optimization – with experience at Criteo serving **France's leading holdcos** (Publicis, Havas, WPP, Dentsu, OMG). Digital freelancer since 2017: website development, programmatic monetization and traffic management.

+4M€ annual budget managed

Key account upsell

DSP · French Holdcos

EXPERIENCE

Account Campaign Manager – Programmatic & Display

Jan 2025 – Present

Criteo

- Managing **display, retargeting, video & prospecting** campaigns on Criteo DSP for top holdcos (Dentsu, WPP, Publicis, Havas, OMG)
- Managing and optimizing **+4M€ in annual budget** with direct ownership on ROAS, CPA, CPM, Viewability & Incrementality
- Budget upsell on **key accounts** through bid management recommendations, audience segmentation & formats
- Continuous bid optimization, creative A/B testing, delivery analysis & performance alerting
- Client advisory on media strategy – aligning recommendations with advertiser business objectives
- Building and presenting **data-driven QBRs & business reviews** to agencies & advertisers
- Cross-functional coordination: AdOps, Analytics, Creative & Technical teams
- Simultaneously managing **15+ active accounts** with performance tracking, prioritization and escalation management
- Market trend analysis & industry benchmarking to inform strategic client recommendations
- Active monitoring of programmatic developments: **cookieless, first-party data** & new attribution solutions

E-Commerce & Digital Manager

May – Dec 2024

Kujten Luxury Cashmeres

- Managing the e-commerce website (WShop CMS) across a **+8M€ annual revenue** scope
- Coordination of paid media campaigns (SEA, SMA) with partner agencies & performance tracking
- Setting up **CRM** campaigns via Klaviyo · reporting via GA4, Biron, Fastmag
- Managing collection launches, seasonal campaigns & cross-team creative coordination
- Weekly reporting to management: KPI analysis & budget adjustment recommendations
- Catalog & e-merchandising management: bestseller highlights, stock display & product page optimization (visuals, descriptions, on-page SEO) to maximize click-through rates

Digital & User Acquisition Assistant

Apr – Sep 2023

Ottys Marketing

- Designing and managing acquisition, retargeting & lead-gen campaigns via SEA & Social
- E-commerce UX optimization · targeted CRM · performance analysis via GA4
- Client relationship management: strategic recommendations & performance reporting

E-Commerce & Webmarketing Specialist

Dec 2020 – Feb 2021

USSA 14 Basket

- Built and launched a Shopify e-commerce website · digital communication strategy & social media management
- Visual content creation (Photoshop, Canva) · developing the club's digital brand awareness

FREELANCE & DIGITAL PROJECTS

E-COMMERCE · FASHION

+5K€/mois

Stores indépendants · trafic payant & optimisation conversion

CPA AFFILIATION · STREAMING

+35 leads/jour

Media buying · CPA optimization & acquisition cost reduction

- Développement et monétisation de sites **streaming & app gaming** – activation programmatique via **DV360 (ex-DoubleClick Bid Manager)** en tant que publisher & annonceur
- Multi-channel traffic management & media buying: SEA, display, paid social, CPA affiliation for e-commerce clients
- Independent client account management: campaign, activation, reporting & continuous optimization
- CRM email flows for domain name sales generation (domaining)