



Benjamin Smet

AdOperation Manager

Born in Belgium on November 26, 1987.



+32 497 51 83 93
+32 489 57 07 51



www.benjaminmet.com
ben@benjaminmet.com



rue du Veneur, 9
7850 Enghien

Languages : French - English



EXPERIENCE

MY JOBS

- August 2014 - Ongoing

GroupM Belgium **AdOperation Manager**

Organizing and developing campaign, tracking systems and campaign management for the agencies.
Managing workflow on Sizmek & Doubleclick AdServers.
Dashboarding / Analytics for Clients & Agencies.
Campaign/Tags/Adserver Troubleshooting.
Tagging & Tracking Assistance.
- February 2014 - August 2014

GroupM Belgium **Search Engine Marketing Consultant**

Daily planning management for PPC Campaigns. Working on High Quality services to reach high KPI's.
Digital Strategy consultancy for clients.
SEO Audit & Technical Audit
Analytics Reporting
- January 2012 - February 2014

Colorsquare.eu **e-Commerce Manager**

Creation & Management of Colorsquare e-Commerce based on Magento.
Project Management on Plugins and more user friendly adaptations.
Database Management - Sales Management - Supply Chain Management.
Helping user get their order through After Sale Service.
SEO Optimization
Analytics Dashboarding
Tracking & Sales Funnels
Emailing
Magento Back Office Management.
- November 2013 - Ongoing

E.P.H.E.C. Business School **SEM Lecturer**

Helping Students to understand Digital Marketing.
How to succeed with your website.
How Google SEO Works
How to start your first PPC Campaign.



EDUCATION

- 2011

E.P.H.E.C. Business School **BACHELOR DEGREE**

Bachelor Degree in Marketing & Management
Thesis related to Digital Marketing.
- 2012

MAGENTO ADMINISTRATOR Certification **Magento Certification**

Back office Management through Magento.
- 2014

GOOGLE ADWORDS Certification **Google Certification**
- 2014

GOOGLE ANALYTICS Certification **Google Certification**