



Noemie Hernandez

Global Digital Marketing, Marketing Technologies,
Analytics, Gaming, E-Commerce



LinkedIn



My travel pictures



My novel

43 years old

- Clarens (1815) Switzerland

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Digital growth leader with 15+ years of experience scaling user acquisition and performance marketing across global markets. Proven track record in e-commerce, gaming, and mobile app growth, leading cross-functional teams to drive measurable business impact. Skilled in full-funnel strategy, creative testing, paid media execution, and analytics. Passionate about innovation and a daily user of AI tools to optimize workflows, insights, and campaign performance. Agile, data-driven, and results-oriented — thriving in fast-paced, collaborative environments.

Experiences

E-Commerce Marketing Manager

KontoorBrands - Since 2023



During my mission I am :

- Increasing the revenue in EMEA by up to 20% with user acquisition strategy involving paid search and organic search.
- Increasing ROAS by 20% thanks to better segmentation and data analysis
- Creating Looker Studio dashboard for e-merchandise and marketing campaigns
- Manage and grow the email marketing & retention specialist

Chief Marketing Officer

Air Console - January 2021 to September 2022



End of contract due to budget restriction

-Reporting to CEO, leading a team of 3 people

During my mission I :

- Increased the revenue by 15% with new sales strategy.
- Increased ROAS by 5% every quarter.
- Grew App Ranking to be in the top 10 casual games in 5 countries including Mexico and New Zealand.

Head of Online Marketing Acquisition

Groupe Barriere - Casino group - March 2020 to December 2020



-Reporting to Head of Online World

-Mission was to lead the project and procedures ready to get Swiss licensing for website gamfirst.ch.

Gamfirst.com went live January 2021

Head of Marketing Acquisition

PlayQ - Mobile Games - January 2019 to February 2020 - United States



-Reporting to CEO, lead a team of 7 with 4 direct reports

During my mission I

- Increased ROI by more than 10% in Germany
- Launched marketing in Japan with positive ROI after 3 months
- Got Charm King mobile application featured on the first page of Apple Store and Google Play Store 4 times in 6 months (+20% organic users)

Skills

Skills

- Search Engine Optimization ★★★★★
- Paid Search ★★★★★
- Digital marketing (paid search, paid social, SEO, ASO, affiliation, programmatic) ★★★★★
- Mobile apps ★★★★★
- Marketing Strategy ★★★★★
- Languages : English native, Spanish native, French native ★★★★★
- Ecommerce : Sales Force, Shopify, Google Merchant center ★★★★★☆
- Emailing : Sales Force Marketing Cloud, klaviyo, mailchimp ★★★★★☆
- Management : up to 7 direct reports, weekly 1 to 1 ★★★★★☆
- Data Analysis : Power BI, SQL query, Tableau dashboards ★★★★★☆

Interests

Travel

Australia, South and North America, Europe, Asia

Sports

Running (2 half-marathon), hiking, salsa dancing, basketball

Literature

Stephen King, Amélie Nothomb, Rusty Young, Guillaume Musso

Film

Pedro Almodovar, David Lynch

Senior Manager, International UA & Localization



Jam City - Mobile games - July 2016 to December 2018 - United States

- MISSION:
 - Reporting to VP of Marketing
 - Preparing and executing the marketing strategy and worldwide launch of top gaming apps including Harry Potter Hogwarts Mystery (launched in April 2018)
- RESULTS:
 - Millions of daily Paid and Organic installs during 3 first weeks of Harry Potter launch
 - Launching brand new type of interactive Snapchat lens for the Harry Potter launch : positive ROI after 1 month.
 - Growing International DAU and revenue (through IAP and ad monetization) of Jam City casual games by more than 10% in European and LATAM geos

Education

Bachelor of Business Administration

Université de Nantes

September 1998 to 2002

Business

International Trade

Marketing

Economics

Languages

Manager, International Pre-targeting



Ezaku's - December 2014 to June 2016 - Bordeaux - France

- RESULTS
- Successfully launching pretargeting campaigns for Walmart and Timberland
 - Creating new audience segments improving pretargeting performance by up to 20%

International Traffic Manager



Actiplay - August 2013 to November 2014 - Bordeaux - France

- MISSION :
 - Growing European revenue and lead generation month over month
- RESULTS
 - Successfully opening Italy, Belgium and Netherlands markets by capturing more than 100K leads by country on first week of launch
 - Growing revenue by more than 40% with the opening of those new markets
 - Monthly forecasts helped making the right move and see the potential of foreign markets

Manager, International Media Buying



Casino Rewards Group - Online gambling - January 2007 to 2013 - Sydney - Australia

- MISSION :
 - Growing European revenue and daily active users database through digital marketing
- RESULTS:
 - Growing European revenue and daily active users database x20 with digital marketing campaigns

Associate Director, Trilingual Helpdesk



Fujitsu Services - January 2005 to 2006 - Maarsse - Netherlands

- MISSION :
 - Supervise a Help Desk Support Multilingual Team for British Petroleum project
- RESULTS
 - Incidents solved in 4 hours max