

OSCAR PÉRÉ

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PORTFOLIO <http://oscarfrench.com>

MASTER Business and Marketing, ICN Business School (05-09)
BACHELOR Graphic Design, Boise State, Idaho (09-11)

Online Marketer & Interactive Producer

7+ years in digital and content production

TECHNICAL SKILLS AND LEADERSHIP COMPETENCES

- Integrated Production (Digital, Content, Events)
- Digital Marketing Strategies and Tactics
- Acquisition and Engagement campaigns.
- Mobile, UX, E-comm, Interactive Experiences
- Project Management: business analysis, scoping, team overview, deployment, follow ups.
- Agile and Waterfall methodologies.
- Team management: 4 to 20 people.
- Account Management: Client and Suppliers

Master: Keynote, Omnigraffle, Merlin, MS Project, Office, Basecamp.

Advanced: Jira, Jive, Adobe, Sales Force, SCRUM, WordPress/Drupal, HTML/CCS/JQuery.

Proficient: Axure, Google Analytics, Google Adwords Certified, PHP, Javascript.

EXPERIENCES

Digital Marketing Consultant

World Design Summit, MTL, March 17 – June 17
Digital Strategy, Build a team, Production of digital properties and campaigns.

Senior Integrated Producer

Sid Lee New York, May 13 – Jan 16
Production of Ad Campaigns, Tactical input, Project, Production and Supplier Management.

Digital Producer

Sid Lee Montréal, May 11 – May 13
Production of online ad campaigns and digital deliverables (site, apps)

Managing Partner and Co-Founder

Yellow Box Studio, Boise ID May 09 – Jan 13
Business development, Studio management and creation of a unique YBS culture

Globe Trotter, Vagabondays.com

My wife and I set off on a 12 months' journey to discover the world on our terms. From Brooklyn to Montreal, we traveled westward in search for adventures with new people and cultures. A once in a lifetime experience. We logged our travel stories on a blog for which I did the photography and some writing.

RESULTS

> New site (EN/FR) from 1 page to 50+ pages
> Traffic increase from 1350/week to 5200/week
> Conversion rate increase from 0.31% to 1.34%
> Bounce rate dropped from 78% to 47%

> 360 Production: Content, Digital, Experiential
> Production budgets \$300-400K
> Training and overview of 2 junior producers
> FWA "Mobile of the Month" pour l'app [WBBR](#)
> **Clients: Absolut, Merrell, Intel, Facebook**

> Production budgets \$50-250K
> Delivery of Global and Local campaigns for Dell
> Redesign of Air Canada «Frequent Flyer» program
> **Clients: Bacardi, Air Canada, Dell, Moosehead**

> Design, Web and Content Production
> Turnover \$250K, 2 partners, 2 employees
> Supplier for local ad agencies
> Winner of Best Cinematography i48 2011

Jan 16 – Jan 17