



James Storr

Director of Acquisition

15+ Years in Digital Acquisition

Performance & Data-driven

Travel Industry Expert & Enthusiast

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Experiences

Digital Analyst Manager EMEA & APAC

Sojern - July 2022 to March 2024



- ▶ Led and empowered a team of 9 Digital Analysts, optimizing campaign performance on Display, SEA, Metasearch, and Facebook for Sojern travel clients in EMEA & APAC.
- ▶ Leveraged audience segmentation, bidding automation, and pricing strategies to significantly increase conversions and enhance client campaign performance.
- ▶ Utilized BigQuery and SQL for data analysis, extracting valuable insights to create dynamic dashboards that automated and facilitated campaign monitoring and optimization.
- ▶ Collaborated with Product, Engineering, and Data Science teams to create scalable processes and data models that foster innovation and drive growth.

Director of Digital Acquisition Performance

Accor - January 2017 to June 2022 - Full-time - Paris - France



- ▶ Responsible for improving performance of digital acquisition channels worldwide (Paid Search, Metasearch, Affiliation, Retargeting, Display, Paid Social).
- ▶ Set up successfully from scratch a new team of 6 Digital Acquisition Analysts and increased Digital Acquisition revenue by +503% over an 11 year period, reaching a record revenue of 1.1B€.
- ▶ Defined the global acquisition strategy, optimized mix-marketing, and leveraged self-funding models in coordination with Business Units to achieve web direct objectives.
- ▶ Successfully influenced key stakeholders to adopt customer lifetime value-based optimization, fostering long-term growth and profitability.
- ▶ Led and coordinated key projects to enhance digital performance: Attribution, Marketing Mix Modeling, Predictive Revenue Optimization, Audience Strategy, Click-to-call, and Analytics.
- ▶ Implemented best-in-class tracking, data collection, and data-visualization solutions (Tableau Software, Microstrategy, Google Data Studio) to automate digital activity reporting.
- ▶ Managed a yearly budget of 70M€+.

Head of Paid Search (SEA)

Accor - January 2014 to December 2016 - Full-time - Paris - France



- ▶ Responsible for all paid search activities worldwide across all Accor websites.
- ▶ Led successfully a team of 11 Paid Search Managers and increased Paid Search revenue by +358% over a 8 year period, reaching a record revenue of 670M€+.
- ▶ Defined, implemented and coordinated the paid search strategy worldwide across all brands and business lines in collaboration with local e-commerce teams and agencies.
- ▶ Launched and optimized successfully paid search campaigns to support new company activities (Marketplace & F&B in particular).
- ▶ Facilitated the migration of paid search campaigns for brands recently acquired (FRS Hotels, Mama Shelter).
- ▶ Renegotiated contracts with our different service providers and partners (agencies, bid management solution, Huazhu joint venture).
- ▶ Trained, inspired and motivated paid search managers under my responsibility allowing them to evolve to more senior positions within the company.
- ▶ Managed a yearly budget of 30M€+.

Senior SEM Manager (SEA & SEO)

Accor - April 2009 to December 2013 - Full-time - Paris - France



- ▶ Responsible for managing and optimizing Accor paid search, paid social and organic search channels.
- ▶ Coordinated the implementation of the SEM strategy on a worldwide basis, by organizing trainings, sharing guidelines and best practices with local e-commerce teams and agencies.
- ▶ Optimized SEM performance by launching new products and campaigns (RLSA campaigns, Adwords extensions, Facebook campaigns, content creation, link building campaigns and Google My Business).
- ▶ Implemented successfully new tools to help improve SEM performance (Kenshoo bid management, Boost CTR, Maxymiser A/B testing, Search Metrics).
- ▶ Launched successfully Accor's first paid social campaigns on Facebook and created bridges with paid search audiences via Kenshoo Intent-Driven Audiences (award received).
- ▶ Provided performance reporting to internal stakeholders including top management, business performance and countries.

Education

MBA Digital Marketing

ILV

October 2008 to April 2009

BBA International Business

ESSEC

September 2003 to June 2008

Skills

Performance Marketing

- ▶ Strategic Planning
- ▶ Goal Setting and KPIs
- ▶ Marketing Mix Optimization
- ▶ Campaign Optimization
- ▶ Automation & Scalability
- ▶ Reporting & Forecasting

Acquisition Channels

- ▶ Search Engine Advertising
- ▶ Search Engine Optimization
- ▶ Display
- ▶ Metasearch
- ▶ Affiliate Marketing
- ▶ Paid Social

Tools

- ▶ Tableau Reporting
- ▶ Google Advertising Suite
- ▶ Google Analytics
- ▶ Easyence Attribution
- ▶ BigQuery & SQL
- ▶ Salesforce

Certifications & Awards

2021 - HEC Data for Managers

2018 - Easyence Attribution

2018 - Accor Boost Your Potential Award

2017 - Kenshoo Audience Driven Marketing Award

2017 - Google Analytics

Languages

- English
Native
- French
Native