

Vincent CEVALTE

4229 Via Marina, Apt 508 – Marina Del Rey CA 90292

Phone: (323) 540-9671

Email: vincent.cevalte@gmail.com

Global Head of Digital & Strategy Global Agency Coaching / Fractional CMO & COO

Vincent Cevalte is a globally recognized media marketer with over 15 years of senior-level experience, specializing in delivering transformative digital media programs that enhance brand value, drive revenue growth, and position clients at the forefront of their markets.

As a leader in both brand and performance media, Vincent has successfully led large-scale, full-funnel campaigns across the digital landscape, with a strong focus on the US, EMEA, and other key regions like APAC and LATAM. He has partnered with top-tier clients such as Snapchat, University of Phoenix, Amazon, Accenture, Brand USA, Kraken, Paramount, AirBnB, TikTok, Estee Lauder, Medtronic, Sega, US Bank, Moderna, Arctic Cat, Monoprice, P&G, j2 Global, Renault and many others.

With extensive experience working with Tier 1 agencies globally, Vincent has also become a consultant and business agency coach; helping media, marketing and creative agencies elevate their teams and achieve success.

WORK EXPERIENCE

LOS ANGELES

Mar 2022 - Present

Full-Time

Global Head Of Digital & Planning | RTL ADALLIANCE

- Developed and implemented global media and digital strategies, collaborating with media partners across the US, EMEA, and APAC for Tier 1 clients.
- Built capabilities to address a global portfolio of complex businesses and media categories (TV, CTV, Digital, Social, Press), translating them into actionable plans for global clients.
- Acted as the bridge between client business strategies and RTL AdConnect services
- Managed the RTL AdAlliance and NBCU partnerships, driving global campaigns across the US and EMEA markets.
- Advocated for a customer-first approach to digital media within a heavily matrixed environment.
- Led teams of international specialists responsible for planning and activating all media categories.
- Clients: **Amazon, SEGA, Paramount, Kraken, Brand USA, Accenture, AirBnB, Silversea, TikTok, Moderna, US Bank, etc.**

LOS ANGELES

2022 - Present

Freelancer

Business Coach / Fractional CMO & COO | Global Agency Coaching

- Fractional CMO or CEO for global Agencies or Entertainment Companies.
- Business Coaching / Consulting for global agencies.
- Clients: **Montreux Comedy (Switzerland), Insign (France/USA), Zorba (France/Canada), France Channels (France/USA), Josiane (France/USA), etc.**

LOS ANGELES

Mar 2019 - Mar 2022

Full-Time

Senior Digital Activation Director | OMD USA

- Led global digital strategies and campaign execution across regions (NA, EMEA, APAC, MENA, LATAM) for high-profile accounts like Snapchat and University of Phoenix.
- Directed digital investment allocation across activation channels, creating and managing team processes in collaboration with clients, OMG stakeholders, platforms, and publishers.
- Developed an operational framework to align strategy teams with client goals and investment/activation efforts.
- Ensured creative and message alignment between internal and external creative teams.
- Implemented optimization strategies and ensured that reporting deliverables aligned with business goals, not just KPIs.
- Spearheaded team education, understanding, and advocacy for all activation platforms.
- Clients: **Snapchat, University of Phoenix**

LOS ANGELES

**Sep 2016 – Mar 2019
(New Title)**

Full-Time

Group Account Director & Director Of Client Services | PROVE

- Led agency-client relationships, offering strategic guidance to help teams achieve client objectives.
- Developed effective digital strategies, collaborating closely with planning, creative, and development teams to ensure client needs are met within realistic business parameters.

- Oversaw program execution and financial performance, ensuring alignment with overall strategic goals.
- Maintained high performance standards across account teams and other agency personnel.
- Provided upper management with insights and advice on Client Services issues, addressing both immediate and long-term challenges.
- Continuously evaluated the Client Services department, developing and implementing processes, procedures, and projects to enhance performance.
- Directed multidisciplinary teams in planning and coordinating multiple digital acquisition and retention projects.
- Managed daily account tasks, including strategic direction, SOWs, project scope, requirements, and cost proposals.
- Conducted evaluations and quality assurance for all projects.
- Clients: **Medtronic, USC, Arctic Cat, Abbott Diagnostics, WineDirect, Edlio, Credit Associates, etc.**

LOS ANGELES
Nov 2017 – Oct 2019
 Founder & CEO

Founder & CEO | CrEATe

- Founded and led CrEATe, a successful startup that secured seven-figure funding from a family office.
- Managed all aspects of the business as CEO, driving strategic growth and operational excellence.
- Scaled the company effectively, resulting in a successful exit after two years, selling the business at 2.5 times the initial investment.

LOS ANGELES
Mar 2014 – Sep 2016
(New Title)
 Full-Time

Digital Account Director | PROVE

- Led agency-client relationships, providing strategic insights and guiding teams to achieve client goals.
- Developed and executed effective digital strategies in collaboration with planning, creative, and development teams.
- Oversaw program execution and financial performance, ensuring alignment with overall strategy.
- Directed multidisciplinary teams in planning and coordinating multiple digital acquisition and retention projects.
- Advised clients on digital acquisition and retention campaigns across various channels, including Email Marketing, Content Marketing, SEO, SEM, and Branding.
- Served as a subject matter expert in eCRM and marketing automation, specializing in platforms like Marketo, Eloqua, and Pardot, focusing on strategy, implementation, optimization, and analytics to drive traffic, boost conversions, and enhance customer loyalty.
- Built and nurtured long-term relationships with senior clients and executives.
- Managed daily account and project tasks, including SOWs, project scope, requirements, and cost proposals.
- Conducted evaluations and quality assurance for all projects.
- Clients: **Medtronic, Essia Health, General Electrics, Adroit, Staff Me Up, etc.**

LOS ANGELES
Apr 2012 – Mar 2014
 Full-Time

Senior Digital Account Manager | PROVE / QUIGLEY-SIMPSON

- Fostered and maintained strong relationships with mid-tier and senior clients and managed digital and media projects from start to finish.
- Oversaw daily account and project management for a range of digital initiatives including website development, content strategy, email drip campaigns, SEO, SEM, analytics, digital design, landing page optimization, branding, and 360° digital enhancement.
- Specialized in eCRM Solutions.
- Responsible for defining project scope, requirements, and cost proposals.
- Created detailed functionality specifications and led creative and development teams.
- Conducted evaluations and quality assurance for all projects.
- Identified new opportunities and provided strategic advice to clients.
- Ensured precise tracking and timely financial management of projects, including invoicing.
- Clients: **General Electrics, J2 Global, Prospect Mortgage, Monoprice, Mirage Las Vegas, The Learning House, etc.**

LOS ANGELES
2011-2015
Freelancer

Marketing & Web Development | FREELANCE

- Designed, developed, and launched responsive websites for small businesses across various industries in the Los Angeles area, enhancing online presence and user acquisition.
- Designed and executed tailored digital campaigns that increased brand visibility and drove customer engagement.
- Clients: **NAOS Yachts, GamerBrag, Admirable Wines Malibu, PTEN Slacklines, Transparent Media, Barnstormer, LA Epicurean Festival, Avant-Garde Beverly Hills, etc.**

LOS ANGELES
Oct 2011 – Apr 2012
Full-Time

Director of Web Development | CAPTAIN MARKETING

- Oversee Led creative and web projects, managing 30 to 65 web projects monthly, including both informational and eCommerce sites.
- Developed branding strategies for corporate clients, utilizing both internal and external resources.
- Managed budgetary decisions and deployed strategic plans with cross-functional teams.
- Developed, mentored, and supported the creative and development teams.
- Created marketing collateral for the sales department.

LOS ANGELES
Jun 2011 – Oct 2011
Full-Time

Account Manager | OLI+JOE

- Strengthened project management to ensure successful creative and marketing project delivery at a creative and advertising agency. Oversaw schedules, budgets, assets, and overall project organizations.
- Clients: **Davidoff, CityZenGreen.**

LOS ANGELES
Feb 2010 – Jun 2011
Full-Time

E-Commerce Manager | REGENCY WINES INC.

- Created and launched an innovative e-commerce website (Wine-Street.com) for online wine sales, the first platform capable of managing multi-state wine shipments in compliance with unique state regulations. Led the full development and design of the website.

FRANCE - PARIS
2008-2009
Full-Time

Global Event & Project Manager | PUBLICIS WORLDWIDE

- Led the international launch of the Renault Megan in Geneva, earning the award for the best automotive event of the year. Managed a \$3.5M budget and coordinated a team of 200.
- Managed the Coca-Cola France birthday event celebrating an 80-year partnership with sports organizations. The event was recognized as the best of the year within Coca-Cola, with a \$400K budget and a team of 40.
- Directed communication/event strategies for top Fortune 100 clients, **Renault/Nissan, Coca-Cola, SONY, Thierry Mugler, ADP, SFR.**

EDUCATION (MASTER'S DEGREE & GLOBAL BUSINESS COACHING CERTIFICATIONS)

2004 - 2009

MASTER 2 in Management and Information Technology – REIMS MANAGEMENT SCHOOL – FRANCE 2004-2009

- **MASTER 2** in Management and Information Technology. Awarded with honors by the French Business School RMS (**REIMS MANAGEMENT SCHOOL**).
- Major: IT and Communication.
- Minor: Project Management & Entrepreneurship.

2024

GLOBAL BUSINESS COACHING CERTIFICATIONS

- The **IPEC coaching program** is a comprehensive and ICF (International Coach Federation) accredited training program for aspiring coaches.
- Ongoing Business Coaching Certifications (IPEC, ICF Level 2 and BCC)

LANGUAGES

- **English:** Bilingual - **French:** Native - **Spanish:** Intermediate

PORTFOLIO www.vincent-cevalte.com