



Web Marketing

Sales & Events

Business & Administration graduate with a thorough, autonomous and creative mind, seeking new challenges to tackle and surpass.

## Work experiences

- 2014 **Financial Advisor** **La Banque Postale, Arbois**  
Daily management of a customer portfolio  
Pushed new distance selling offers to customers and analyzed feedback
- 2012 **Webmarketing Counselor** **La Petite Flûte, Paris**  
Creation and maintenance of a Magento-based web shop  
Improvement and monitoring of on-site SEO  
Google AdWords campaigns creation and management  
Design and launch of new community-focused incentives
- 2011 **Social Media Manager** **Smart-Ère, Paris**  
Development of a Communication and Information Strategy  
Creation of offline and online marketing elements (UIX, Kakemonos, Prints)  
BDD populating with nation-wide events listing
- 2010 **Webmarketing Counselor** **Tevolys, Dijon**  
Took part in UIX redesign of *SEB Accessories'* website  
Set up initial SEO and Tracking procedures (defining KPI)  
Created tools and procedures for a monthly report of marketing performances
- 2008 **Online Media Manager** **Cdiscount.com, Bordeaux**  
Planned and adapted the CPC / CPM media campaigns (4000€ monthly)  
Crafted special event pages to boost natural search performance  
Managed and bought sponsored links (SEM, Price comparison sites)  
Managed a recently-formed community around affiliated sites  
Weekly report of on-site and off-site marketing performances (Coremetrics)
- 2006 **Sales Clerk** **ScoreGame, Paris**  
Organized display and merchandise, helping customers make purchase decision
- 2004 **Maintenance Contracts Manager** **OSIsoft, Francfort**  
Contacted by phone European clients in English, French and German  
Renewal of the PI System software maintenance contracts (with a 80% success rate)

## Extra-professionnal activities

- 2013 **Founder, Marketing, and Project Leader** **My Little Karaoke, Web**  
Management of a 8 members team across Europe  
Publishing and distributing software (40000 units served)  
Set-up and maintenance of a *DotClear*-based website with a *SMF*-based forum  
Edition and management of newsletter campaigns in *MailChimp*  
Animation and co-ordination of venues in France (Paris), Germany (Stuttgart), UK (Manchester), USA (Seattle)

- 2009 **General Representative** **Rencontres Mondiales du Logiciel Libre, Bordeaux**  
 Elaboration of the event's guidelines with public and private economic partners  
 Management of local communication and advertisement  
 Set-up the event with a team of 30 volunteers to handle 7000+ visitors
- 2006 **Founder and Organizer** **Writing Contest « Les Nouvelles de Bordeaux »**  
 Recruitment of partners: jury (6 members), short stories writers (104 entries)  
 Built and promoted the dedicated website  
 Published the winning short stories in partnership with *Elytis Éditions*
- 2006 **Vice-Chairman** **Esc@pe – School Computer Association, Bordeaux**  
 Technical support for 3000+ school students  
 Designed mailing campaigns procedures for both ads and in-school information  
 Set-up LAN-Parties with prizes, with the help of local partners
- 2006 **Event Management** **DDR Bordeaux, Pessac**  
 Founder member of a rhythm games-focused association  
 Event management coordinator (partnership with *Toulouse Game Show*)
- 2003 **Web Editor** **Planète-Sonic, Web**  
 Worked in a team of 15 permanent members  
 Animator, moderator, and maintainer of a *phpBB*-based forum with 3500+ users  
 Google Ads Management and optimisation

## Education

- 2009 **Master in Management** **KEDGE / Bordeaux École de Management**  
 Master in Business  
 Majored in IS Management and e-Commerce Marketing
- 2013 **IFV Negoventis** **Sales Representative**  
 Alternate training with the Dijon Chamber of Commerce
- 2005 **Two-years intensive undergraduate studies** **Lycée Carnot, Dijon**  
 Focused on Mathematics and Economics
- 2003 **French High School Diploma**  
 Additional English courses

## General knowledge and skills

- Languages **French** Native speaker  
**English** Fluent, written and spoken (TOEIC : 890)  
**German** Written and spoken
- Technical **Operating systems** Windows, Linux, Mac OS, Android  
**Office Suites** Microsoft Office, LibreOffice, Lotus Symphony  
**Image editing** Photoshop, GIMP, Imagemagick **Vectors** Inkscape  
**Multimedia editing** audio (Audacity), video (KDElive, AviDemux)
- Web **Languages** HTML, CSS, SQL  
**CMS** DotClear, WordPress, pmWiki, MediaWiki, Magento  
**Hosting** (S)FTP, OwnCloud, cPanel

## Cultural activities

- Leisures Reading, Piano, Alpine skiing, Retrogaming