



OBJECTIVE

Joining an international and cutting edge company that offers a cooperative and interdisciplinary working environment.
Being challenged in a position where I can contribute with my multidisciplinary profile and my thirteen year experience in the industry.
Willing to relocate in Europe.

PROFILE

- | | |
|--------------------------|---|
| WEB PROJECT MANAGEMENT | <ul style="list-style-type: none">• Team management.• Customer relationship management.• Defining web specifications including :<ul style="list-style-type: none">website site structure, database architecture, functionalities, accessibility, SEO friendly coding species, quotations, production planning.• Project monitoring.• Workflow optimization. |
| INBOUND MARKETING | <ul style="list-style-type: none">• Search Engine optimization, Search Engine Advertising, Social Media Optimization, Content Management Optimization and Community Management.• A/B Testings.• Analyzing user behaviors based on Web Analytics. |
| WEB DEVELOPMENT | Web programming.
HTML, CSS, Javascript, PHP, Mysql. |
| APPLICATIONS / SOFTWARES | <ul style="list-style-type: none">• Project Management : Teambox, OmniPlan.• Inbound Marketing / SEO : Google Analytics, WebmasterTools, SeeUrank, Advanced Web Ranking, Google Adwords.• SMO : Various online applications (socialshaker, tradable bits, etc...).• Web Development : Coda, CMS (Wordpress, Joomla, etc...).• Office suite : Google Docs. |
| LANGUAGE SKILLS | French - Mother tongue.
English - Advanced. |

CAREER HISTORY

2011 - 2013
www.100pcoton.com
Communications agency.
High profile sports clients (from players to leagues).

WEB PROJECT & DIGITAL MARKETING MANAGER

Team leader for both web production and marketing team - 6 to 10 people.
Responsibilities included :

- Management of the web production team :
 - Planning, specifications, quotations, recruitment
- Delivering periodic SEO/SMO and web analytic reports.
- Customer relationship (20 client base).

Some key achievements :

- +10,000 fans gained for the MAHB facebook page in less than one year.
 - ▶ Visit the MAHB Facebook page.
- For the client ebscom.fr, the use of SEO techniques resulted in ranking 8 out of 12 targeted keywords on Google first search page and 5 of them among the top 3 in 6 months.
 - ▶ Download some reports.
- Originated and implemented two professional sport leagues' websites (Inv.fr & Inh.fr) including live results.
 - ▶ Visit Ligue Nationale de Volley website.
 - ▶ Visit Ligue Nationale de Handball website.

2007 - 2011
www.u-lounge.net
Limited company

CONSULTANT - FREELANCE WEB PRODUCER

Subcontractor for Freelance.com, B2L-Proximity and BBDO.
Missions for various clients such as Sony, Mercedes, Peugeot, La Poste, Créatis banque, Clarins, etc...

- Interface design.
- Database design.
- Writing Specifications.
- Programming websites and newsletters.

► Check out my book.

2006 - 2007
www.media-com.org
Professional training school
Paris

WEB INSTRUCTOR

Coaching web design and programming.

2006 - 2007
www.ifm-paris.com
Institut Français de la Mode
High profile fashion school
Paris

DIGITAL MARKETING INSTRUCTOR

Coaching digital marketing to fashion designers.

2003 - 2006
www.justement-music.com
A Music publishing company

WEB MANAGER

In charge of the website production and digital communication.
Responsibilities included :

- Customized database and designed interface.
- Created a search engine as the site key competitive advantage feature (45,000 items, displaying available items only, No «0 result» algorithm, iterate cross-search).
- Webmastering & e-mailing campaigns.
- Web Analytics.

Conducted a comparative market review and shaped the specifications of the first version of the site with a view to upgrade it. The new one works according to these recommendations.

Its innovative website and powerful web search engine helped Justement music gaining a leadership position on its market.

- Check out Myma-sync (Justment Music V2) specifications.
- Visit Justement Music website.

2000 - 2002
www.fashionlive.com
Web agency - Online magazine, video
and events in the fashion industry .

WEB PROJECT & VIDEO MANAGER

Managing web and video production team - 6 people.

Responsibilities included :

- Supervised and delivered fashion catwalks and/or interviews contents to clients such as Figaro.fr, Lemonde.fr etc... during fashion weeks in Paris, New-York, Milan and London.
- Producing and maintaining websites such as The Cannes Festival's or Christian Dior's.
- Customer relationship (10 to 15 client base).
- Recruitment.

2008 - 2013
www.ilovebtb.com
French e-sport clubs federation

MANAGING DIRECTOR

Coordination of teams working on different areas (gaming, web, video, events) for a coherent global action. - 8 clubs - 400 members.
Managing between 15 to 30 voluntary workers.

EDUCATION

Certifications

- Google Analytics Individual Qualification (GAIQ)
97% - Licence 01826373
- Google Adwords Search Advertising Advanced
Currently working on

1998
San Jose State University, California

Bachelor of Arts in Web Design.

1996
University of Nanterre - Paris X

Bachelor of Arts in International Economics.

1993
Paris

A level equivalent (Baccalauréat D) specialized in Mathematics & Biology.