

Web product/ e-commerce manager

I claim significant professional experiences on e-marketing operations. I am presently working as web product/ e-commerce manager in an international press group "GROUP MARIE CLAIRE". I am someone who likes to show its perseverance, openness, autonomy, and a great capacity for organization deal with different issues. Moreover, i would like to get a job as a french expatriate people in Australia because i am interesting in bringing my know-how to an Australian company and enrich, by this way, my proper experience on web marketing. Finally, i am fond of travelling. I have already travelled in various places and i would love to discover Australian culture and its amazing landscapes.

Work experience

Since December 2007	Web product/ e-commerce manager GROUPE MARIE CLAIRE International press group Mission: Managing webmarketing operations: generating traffic, increasing turnover, improving conversion rate (affiliate programs, e-mailing campaigns, net linking, partnerships, social media optimization, press reviews) Optimization of SEO (META tags), SEM (Google Adwords) Analysing, reporting and tracking of website's activity and impact of e-marketing operations (Google analytics, sitemap, websitegrader...) Content of management systems (CMS) of 2 e-commerce websites Restructuring of marie claire shop (organisation and specifications for competitive bidding) Migration of massin publishing on a new platform open source Co-ordinating the logistic platform (manager of the call center, mailing package...) - Manager of a trainee on the animation of the websites - Participation in print promotions (selection of products, briefing of agencies, analysing results...) - Purchasing: sourcing, canvassing, negotiating, buying conditions, following-up on orders invoices...
November 2007 August 2008	Marketing and English teacher ACADOMIA (Largest international tutoring agency) Mission: - Remedial courses of in marketing for 2 A-levels students - Remedial courses of grammar 1 school student
March 2007 October 2007	Web product manager junior UNIVERS POCHE, EDITIS COMPANY (one of France's biggest publishing company in France) Mission: Web product manager junior (70%) - Managing 25 partnerships on-line (study, prospecting, implementation of partnerships) - Creation of web campaigns to collect opt'in adresses (creation of graphic universes, agency briefings) - Management, animation and update of 8 websites (editorial content, pushing innovative ideas forward) - Management and conception of 8 monthly newsletters - Participation to the marketing on-line strategy (e-CRM, web 2.0, reference position in Google search engine) - Benchmarking - Participation to conferences and to professional showrooms Promotion product manager (30%) - Creation and making of promotional operations (advertisement, sell leaflets, mailings) - Conception of agency briefings and graphics - Due consideration on the 2008's operations

January 2005
October 2005

B to B Marketing Assistant

SORIC (Largest retail company in the Ocean Indian area)

- Mission:** - Launching of a new product in the Ocean Indian area
- Mix-marketing analysis, benchmarking, diagnosis and recommendations
- Direct marketing operations (website animation, mailings, buying of advertising spaces)

Diplomas and education

September 2006
October 2007

Montpellier University

- Master : Coursework Masters degree in webmarketing
- Specialization in e-marketing (50% of courses taught in English)
- Dissertation: Customer relationship into the on-line marketing strategy

September 2004
July 2006

Business school, IDRAC Lyon

Fourth year of business school in marketing & communication process

September 2005
June 2006

Middlesex University, LONDON

Bachelors degree of International Management & Marketing (degree awarded with lower second class honours)

September 2002
June 2004

Business school SARTRE

BTS: Advanced Diploma in Marketing and Trade

Computing skills

Software

Computer skills: Proficient user of Microsoft Office and Photoshop

Office automation: Command of Windows and Office

Knowledge of Photoshop

Data analysis software: Sphinks & Modalisa

Languages

French: mother tongue

English: fluent

Additional information

A highly motivated, enthusiastic, ambitious, serious and reliable person with an excellent e-marketing experience

E-marketing skills: SEO, SEM, Google analytics, Sitemaps, affiliate programs, emailing strategies, net linking, partnerships, social media optimization...

Computer skills: Proficient user of Microsoft Office and Photoshop

Excellent organisational skills and ability to prioritise workload.

Ability to meet deadlines and to work under pressure, on own initiative

Language skills

English

Speaking competence: Fluent, **Written competence:** Fluent

Various

INTERESTS

New web technologies: blogs, social networks, RSS, wikis...

E-commerce strategies

Love travelling: Canada, England, Denmark, Scotland, Holland, Italy, Ireland, Madagascar, Portugal, Sweden, Tanzania, Canada, Croatia, Greece, Corsica, Sardinia

Sport: jogging, natation

Cooking: french and exotique cooking