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WEB PROJECT MANAGER

www.business-strategy-manager.com



WEB PROFESSIONAL EXPERIENCES

- May 2011 to December 2011
E-commerce Project Manager at **L'argus du mobile**, Paris
L'argus du mobile is the first diversification website of the Argus group
- Preparation and implementation of the business model
 - Conception of the functional requirements of the website
 - Process owner of the technical realization
 - Leading the collaboration between the different service providers: design agency, website engineering agency, Adwords agency
- October 2010 to May 2011
Webmarketing Project Manager at **Recommerce Solutions**, Paris
Recommerce Solutions creates second hand product recycling e-commerce solutions for brands like Bouygues Tel, Virgin Mobile and NRJ
- Functional and technical specifications of e-commerce websites
 - Shaping the SEO strategy of the different companies' websites
 - Planning the web communication of the Colloque Green IT 2011
 - Functional Quality Control of the firms' websites
- April 2010 to September 2010
E-business Consultant at **SalemGlobal**, New York
SalemGlobal is a B2B Webmarketing optimization agency operating on click & mortar, brick & mortar and pure player clients through out Manhattan
- Handling multiple clients (5 clients: Health/Education/NICT/Automobile Domain)
 - In charge of the positioning and the evolution of the different products
 - Creating and editing videos for online and Youtube distribution
- October 2009 to April 2010
E-commerce Consultant at **Malinea Conseil**, Paris
Malinea Conseil is a Webmarketing consultancy agency advising brands like Vente-Privée.com, Le Monde Abonnements and Marineland
- Drafting commercial proposals and leading client meetings
 - Benchmarking of the E-commerce competitors' best practices
 - Auditing of the E-business websites' conversion funnel
 - Storyboarded recommendations of the E-commerce websites

SKILLS

Office

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point

Technical

- Adobe Photoshop / Première video
- Google Analytics - Google Adwords
- Efficient mastering of html

Social Media/Read & Write Web

- Twitter / Facebook
- Wordpress
- Google Reader

EDUCATION

- 2007-2011 **MASTER INSEEC Webmarketing / International Management**, Paris
2007 **International Trade BTS (HND) Brevet de Technicien Supérieur**, Paris
2004 **BACCALAUREAT ECONOMIQUE et SOCIAL** (end of secondary studies examination)

LANGUAGES

French

Bilingual

English

Mother tongue

Spanish

Good working knowledge specialized in trade

DIVERS

Last reading: Blue Ocean Strategy - Trips : USA, French Caribbean islands, England, Belgium, Netherlands, Spain, Italy, Germany, Czech Republic