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Driving licence B, private vehicle

Interactive marketing - Web project Manager  
Acquisition, conversion and retention

## **/ACCOMPLISHMENTS - POSITIONS HELD/**

**Since February 2010**

**Web Project Manager**

**PROXIMITY BBDO - OMNICOM Group - Paris, FRANCE** - [www.proximity.bbdo.fr](http://www.proximity.bbdo.fr)

- accounts for LU, BUTAGAZ, RATP/SNCF, AUCHAN

personal :

- recast into an Open Source CMS for a personal site, now in 2 years of hearing the first site French services kennels
  - seeking affiliation & partnerships - France and UK [...found !]
- creation under an Open Source CMS portal - forum for an association :
  - national visibility, monetization...

**February 2008 - January 2010**

**Web Project Manager, Head of Customer and partners extranets for TOTAL** [www.totalgaz.fr](http://www.totalgaz.fr)

**NEXTIDEA (ex - NEXTEIDIA) - LAGARDERE Group - Paris, FRANCE** - [www.next-idea.fr](http://www.next-idea.fr)

- advice and assistance in creating customer relationship program
- audit of the existing strategic recommendations for the retention
- web conversion : consulting in process of recruitment and transformation
  - on and off campaigns collecting of emails
  - design and implementation of the first newsletter for Totalgaz customers
  - relational mailings and emailings
- consulting brand positioning // concurrent energy suppliers
- analysis of the database group for adjustment of objectives, technical recommendations for the management of BDD customers
- pilot projects in internal (marketing, technical DSI, web agencies...)
- preparation of specifications, functional specifications for sites managed by CMS
- renewal trees, ergonomic and functional evolution
- board and operational testing and quality control, formatting, integration of commercial components and media
- tracking and reporting of campaigns
- online customer animation : editorial and content

**Results**

recruitment rate customers Extranets : +52%

12,000 visits / month, 1 million page views

rate reactivity newsletter (3 editions) : 53%

a range of online services enriched establishment of acquiring customers reflexes

**2007 Web Project Management**

**Creating Web services BtoC and CtoC - Paris, FRANCE**

client : **Pearl Interim** [www.pearlinterim.fr](http://www.pearlinterim.fr)

- writing web content for the website, suggestions for taglines and slogans, writing emails and relational conditions of use, redesign and development of the website architecture, choice of graphics, and application of functional administration part of the site, SEO consulting, development monitoring

client : **PUBLICIS** Koufra [www.publicis-koufra.fr](http://www.publicis-koufra.fr)

- design and drafting of Play PRIMA, an online public game. Using viral marketing solutions. Playing time : 6 months, 2 sessions of play per draw with grant system. Launched : 15.10.07
- design and writing the script of the game, content publishing and web mails viral validation with the agency graphic and technical tests before final delivery, advice on site architecture and technical solutions, preparation of all legal : Rules and Conditions of use, statement of the game to the CNIL, SEO...

personal : **DOGSITTER** [www.dogsitter.fr](http://www.dogsitter.fr)

- creation of web consulting pets' services. Launched : 08.11.07

**Results** : 55,513 visits, 48,638 unique visitors, 233,023 page views

personal : **JOBSTORY** [www.jobstory.fr](http://www.jobstory.fr)

- Creation of a portal - public forum in the field of careers and work. Launched : 02.07.07

**Results** : 12,509 visits, 9,646 unique visitors, 75,610 page views

- services developed and coupled to a MySQL database, use open source tools, graphic (CSS. ..), implementation of ergonomic features and communication, design and editorial content, newsletters, moderated the site, weekly technical updates, SEO, online communication, use of Google tools (Analytics), and functional developments editorials based on the analysis of traffic...

personal : **Editing of a web Project**

- sourcing, investigation, constitution of file, monitoring, preparation of business plan...

**2005 - 2006 Back-Office Employee & Assistant for recasting V2 website**

**PRICEMINISTER - RAKUTEN Group - Paris, FRANCE - [www.priceminister.com](http://www.priceminister.com)**

- participation in the reworking of editorial content in preparation for the site's new operational and graphic charter, drafting of the Editorial Line in collaboration with the Marketing Studies and Operational departments, recommendations for the establishment of community tools
- assistance and monitoring the implementation of new features for users
- dealing with disputes, order follow-up, post-sale services, collection, fraud prevention
- management of personal and business accounts, follow-up of payments, handling of customer requests
- identification and back-tracing of technical problems (account access, on-line publication of advertisements, navigation, product cards and classification) via internal applications
- weekly ergonomic and functional testing

**2004 Head of Customer Relations**

**WEBSCAPE (online meeting services) - Paris, FRANCE - [www.gayvox.com](http://www.gayvox.com)**

- responsible for site's marketing development and retention of subscribers to paid services
- registration processing and validation of subscriber profiles
- solving technical problems accessing top-level chat, hotline, email
- advisor on the development of operational aspects and on-line services

**2003 Marketing and Customer loyalisation** - course carried out following resumption of studies

**Club Avantages (S'Miles programm) - CASINO / SHELL Group - Paris, FRANCE - [www.smiles.fr](http://www.smiles.fr)**

- learning of the methods of direct and indirect marketing in the context of the S'Miles customer relationship program (11 million customers from multi-brand companies)
- implementation and follow-up of loyalisation campaigns (e-mailings, mailings, inserts, couponing, in-store transactions)
- processing of customer requests sent by messaging, participation in the drawing-up of training files for dedicated call centers operators

**2000 - 2001 Assistant Editor and Business**

**RECRUT (online recruitment services) - Paris, FRANCE - [www.recrut.com](http://www.recrut.com)**

- meeting customers, defining of recruitment communication needs, drafting of advertisements, negotiating of advertising space
- investigations on the job market in Paris + area, and writing articles GPs
- participation in the layout and editorial secretary of weekly and monthly publications in print
- consulting development of interactive content (company resulting from Minitel - videotext terminal and service)

**2000 Trainee Journalist**

**LE FIGARO Literary pages, and L'HUMANITE Culture section - Paris, FRANCE - [www.lefigaro.fr](http://www.lefigaro.fr)**

- documentary and preparatory work for the autumn literary season
- written and photographic reports, publishing of several articles

## **/TRAINING/**

**2003 High study diploma +5 years - Certificate of Proficiency in Business Administration D.E.S.S in I.A.E (Institute of Business Administration), Metz, East of France ~ Strasbourg**

main modules :

- management and finance, marketing, IT and communication, psychology of business and change management

**2000 High study diploma +4 years : MA in Modern Literature, scored a B**

**Rennes II, University of Villejean, Brittany**

favourite modules :

- linguistics and semiotics
- as closing studies, writing the first Essay on the novel by Marie Darrieussecq ; The critical reception of "Truismes" (*equiv. "Pig Tales" ?!*). Meet the author in 2002.

**1995 Baccalaureate in Literary, scored a B**

Quimper, Brittany

## /LINGUISTIC SKILLS/

*French : mother tongue*

English : good written and spoken level - I have to improve. I often watch movies in original version.

German : trotz 6 Jahren Lehre, ich spreche nicht sehr gut Deutsch, aber ich reise häufig in Deutschland.

## /IT - COMPUTER SKILLS, WEB/

essentially self-taught since 1999

**Preference for solutions FOSS / Open Source**

**Training on different frameworks (CMS) : TYPO 3, Joomla, Prototype, Drupal...**

**Systems** : Windows 9X/2000/NT/ME/XP/Vista/7, Mac OS X

**Browsers** : Internet Explorer, Mozilla FireFox, Safari, Netscape, Opera, Chrome...

**Dynamic content system publishers** : DreamWeaver, FrontPage, NVU, NotePad ++, ConTEXT...

**Langages** : HTML, PHP(4) et (5), Java Script elements..., creating style sheets (CSS)

**Databases**, good knowledge : MySQL, simple queries SQL, Siebel client...

**Servers, working locally** : Apache, EasyPHP, Xampp...

**CMS** : Joomla...

**Processing data** : Business Objects

**Creating and editing graphics** : PhotoShop, ImageReady...

**Office software** : Microsoft Office suite, Open Office...

**Tools traffic statistics** : Google Analytics, XITI, eStat, and main line services today

**SEO** : good practice SEO

Management **of domain names, hosting solutions**, customizing functionality

Good knowledge and mastery of **CMS, blogs, social networks, community platforms...**

**Creating sites** : public and personal sites

**Internet Watch constant** : e-commerce development, platforms for exchange and socialization interfaces...

## /MEDIA, PROJECT PLANNING, MARKETING SKILLS/

**BOARD** and customer support : audit of the existing parameters or specifications

**DESIGN** : needs analysis, functional and ergonomic, user scenario, tree, zoning and ergonomics ...

**PROJECT MANAGEMENT** : monitoring of production and / or independent production, operational testing and quality control, integration, webmastering, reporting, adjustment...

## /EDITORIAL SKILLS/

**Writing web content** specialist and generalist, newsletters, press releases, storyboards...

**Optimization of content** depending on traffic, the traffic type and / or thematic

## /EXPERIENCES, INTERESTS, ACTIVITIES/

News, history, economy

Many trips to Europe (Germany, United Kingdom, Italy) and the U.S.

Photography

IT set-up of a Business Law Lawyer's practice

Board Member of Directors of an association of Internet Provider for 2 years (Free ADSL)

Volunteer for the Association "Dalmatian Without Family" (outplacement Dalmatians abandoned)

Volunteer head of children's leisure centres for 4 years