

ONLINE MARKETING EXECUTIVE

Self-teaching and practising is for me one of the best way to learn. That's why I started a career in online marketing right after graduation by co-creating a web application and blog combining two of my favourite hobbies: the web and cooking. It also required high motivation, organisation, initiative and creativity. I am now looking to develop my skills further by joining a team and contribute to the online success of a dynamic company.

Skills

Online marketing

- ▣ Online marketing research and competitor benchmarking using search engines and web surveys
- ▣ Market intelligence and monitoring through key websites and social networks (Twitter)
- ▣ Online communications
- ▣ Basic statistics analysis (Google Analytics)
- ▣ Copywriting in French and English

IT

- ▣ Windows 97/XP/Vista, Linux
- ▣ Microsoft Office and Open Office packages
- ▣ Social networking

Languages

- ▣ French – native tongue
- ▣ English – fluent
- ▣ German – fluent

Work Experience

Wild & Wolf Ltd

European account executive
April to June 2009 – Bath, UK

- ▣ *Wild & Wolf Ltd is a manufacturer and designer of "Pretty and Useful things"*
- ▣ In charge of all European customers, mostly French and German retailers. My tasks included:
 - Sales processing and follow up
 - Customer telemarketing
- ▣ Contact: Mr Dave Heffernan, Sales Manager (dave@wildandwolf.com)

Serial Cooking

Self-employed online marketing executive
From September 2008 – Bristol, UK

- ▣ *Serial Cooking is a web application and blog offering resources for food lovers and bloggers*
- ▣ Co-creator of the project and main contributor to the blog. My tasks include:
 - Project planning and business plan
 - Market research and analysis, competitor benchmarking
 - Market intelligence
 - Blogging and copywriting
 - Online communications and social networking
 - Statistics analysis using Google Analytics
- ▣ Website: www.serialcooking.com
- ▣ Blog: <http://blog.serialcooking.com>

Lafarge Plasterboard Ltd

Marketing & communications assistant (student placement)
May to October 2008 – Bristol, UK

- *Lafarge Plasterboard Ltd is a manufacturer of building materials*
- Project manager for the creation of a sub contractor scheme. My tasks included:
 - Market research and benchmarking
 - Creation and carrying out of a survey
 - Proposals for the organisation, implementation and budget of the project
 - Creation of communications tools with a marketing agency
- Trade marketing tasks: preparation and attendance to exhibitions, orders management, briefs to marketing agencies and suppliers for merchandising
- Ref: Ms Sioned Webb, Trade Marketing & Communications Manager (sioned.webb@lafarge.com)

Lafarge Plasterboard Ltd

Marketing & communications assistant (student placement)
May to August 2007 – Bristol, UK

- Assistant for the launch of new products: event organisation and communications tools creation, working with a marketing agency
- Market research to determine the potential market size for a product due to be launched in 2008

Education

Université de Provence '08

Master International Business
Aix-en-Provence, France

- Subjects: international management, marketing, export techniques
- Dissertation: "How did the development of the organic products' market impact on the strategic behaviour of large retail companies?"
- 'First class' (*mention Bien*)

Université de Provence '06

Bachelor Applied Languages Europe
Aix-en-Provence, France

- Subjects: economics, marketing, management, law
- 4 semesters in partner universities as an Erasmus student:
 - 2004-2005: 2 semesters at the University of Limerick, Ireland
 - 2005-2006: 2 semesters at the Universität Passau, Germany
- 'First class' (*mention Bien*)

Lycée Aubanel '02

Baccalauréat (A'levels equivalent)
Avignon, France

- Main subjects: literature and foreign languages (English, German, Spanish)
- 'First class' (*mention Bien*)

About Me

Personality

- Hard-working & highly organised
- Good communication and relationship skills
- Open-minded, self-starter

Interests & hobbies

- Internet and web technologies
- Cooking & handmade cosmetics
- Hiking and travelling
- Environmental issues

Other

- 24 years old
- Driving licence and car
- No notice period, **available now**