

PROFESSIONAL EXPERIENCE

Content writer for Webmarketing-com.com (3rd marketing site in Fr), Getapp.com, Zyncro.com and Welovesaa.com.
Webconsultant for Antémed.com, Chirurgie-intime.com, AP Restauration, Canoé l'esquimaude, 23 (vin de Troyes).

2014 **Adroll**, Retargeting company - Dublin, Ireland

Platform specialist (9-month – permanent job - current)

- **Marketing automation** – (lead generation) I have implemented a new process to acquire leads by getting automatically a list of websites with their Alexa Rank and their contacts, based on keywords.
- **Campaign management** - manage campaigns to ensure that budgets are fulfilled and optimized based on performance requirements.
- **Customer service (+90% of CSAT)** - Operate live chat, field general advertising and technical inquiries for clients and sales (Use of Zendesk, Olark), troubleshooting of product issues.
- **Product management** – I created a board with a Kanban software to follow every updates and issues; Initiate new features and enhancements with our Product team.
- **Presentations** – about management (giving and receiving feedbacks, customer loyalty...)
- **Marketing** - management of the french terminology and Translations
- **Trainings** – I have trained our team from India regarding the product knowledge, troubleshooting & campaigns optimization.

Prize: AdRoller of the week – offered by the peers.

2013 **Microsoft**, Server and Cloud Division (OS Cloud), Issy-Les-Moulineaux, France

Windows Azure Assistant Product Manager (6-month internship)

- **Digital asset management** – Facebook, Twitter, Slideshare, Sharepoint, Yammer and the Blog.
- **Writing/translation** of business articles and emails in English.
- **B2B event organization** – 20 to 200 people/budget from €100 to €6000, within Microsoft.
- **Improvement of marketing tools** – Writing creative briefs intended for agencies, the kakemonos, the White Paper, posters and emails...
- **Management of Microsoft booths at IT events** – Linux Solutions Show (Paris), Nord IT (Lille), Conf Sharepoint (Paris).
- **Participation in the online Azure Camp** – Speaker during a show broadcast live on JDN (journaldunet.com) and le.siteduzéro.com...
- **Infographic designs** – Blog banners, contest posters, and events within Microsoft.
- **Writing internal newsletters** – Monthly communication of Windows Azure digital assets' pertinent metrics (KPIs) to the M&O (Marketing & Operations) group.
- **Monitoring and benchmarking** – Establishment of a comparison table of other public Cloud supplier offers (AWS, Linkbynet, Numergy, Cloudwatt...).
- **Telephone canvassing/prospecting.**

2012 **Greenrepublic.fr**, organic ecological product marketplace – Paris, France

Webmarketing Assistant (6-month internship)

- **Web Analytics** – Conversion funnel analysis, monitoring KPIs.
- **Adwords campaign management** – Budget of €5000/month.
- **Email management** – Weekly newsletter, product selection
- **Managing membership** – Management of promotional campaign texts and banners
- **Back-office (Magento)** – Organization of product families, writing descriptions and meta descriptions.

EDUCATION

2010/13 **IAE Lyon 3 (Jean-Moulin University)**

Master 2 Marketing of Services

Master 1 Marketing & Sales

License Law-Economics-Management

2009/10

HEC-Montréal

Montréal, Canada

2007/09

Lycée Jean-Baptiste-Corot

Paris, France, *HEC Preparatory*

SKILLS AND COMPETENCIES

DTP Tools, MS Office Suite, Google Analytics, Adwords, Wordpress, Zendesk, Adroll, Marketing automation tools.

Skills: Marketing, Product management, Project management, Account Management, Support, Freelancing, Blogging, Web scraping, Marketing.

Interests: Boxing, running, digital marketing, travel, entrepreneurship.