



# WEB MARKETING ANALYSE STRATEGIQUE

Passionate - Efficient

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## Skills

### Trade and Marketing

Customer relationship, Sales/Negotiation, Internet Marketing Strategy, Field marketing, Web Advertising  
New tech, Behavioral targeting, Retargeting, Mobile marketing

### Internet and development

SEO/SEM Affiliation, Web publication, Collaborative tools development, Community Management  
Photoshop, Flash animation, Video, HTML/CSS, Wordpress, Drupal, Google Apps, Macintosh environment

### Languages

French, English, Spanish Notions, Swedish Notions

## Training

2009-2010 **MBA Internet Trade Marketing**  
at Léonard de Vinci of Paris (FR)

2008-2009 **Masters Degree in Web Marketing (include 6 months in Sweden)**  
at Sup de Pub of Paris (FR)  
at School of Communication and Design of Kalmar (SE)

2007-2008 **Bachelors Degree in Web Marketing and Bachelors Degree in management**  
at Sup de Co of La Rochelle (FR)

2005-2007 **Associate Degree in Customer relationship in training contract**  
at the Chamber of Commerce and Industry of Nantes (FR)

## Work Experience

2010 **Criteo : Personalized retargeting solution**  
Media Buyer  
Paris (75003)(FR)

2009 **Synodiance : Interactive Marketing Agency**  
SEO SEM Consultant (Internship 4 months)  
Nantes (44000)(FR)

2008 **Nextedia : Communication interactive group (Lagardère)**  
Affiliation consultant (Internship 6 months)  
Paris (75008) (FR)

2005-2007 **Mismo Informatique and Jurisoft-Application**  
Technical- Sales representative in IT and Internet solutions (Apprentice)  
Nantes (44240) (FR)

## Leisures and interests

### Sports

Running, Fitness, Sailing boat, Mountain bike

### Audio-visual, Multimedia

Art, Blogging (parisd.c.fr), Web site creation, Photo, Movie, Music, Video