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Digital marketing manager

WORK EXPERIENCE

- 2018-aujourd'hui **BeMyApp**, Digital marketing manager
Web user data collection policy definition, build scripts to collect Web user data, data management (analytics and CRM), reporting design (Google Sheets, Google Analytics API). Definition and deployment of traffic acquisition strategy (social media, media buying, advertising).
- 2016-2017 **Freelance**
One-off missions to various Web marketing matters: Website conception (Wordpress), creation of content and graphic assets, digital strategy definition.
- 2015-2016 **SFR Business**, Web marketing assistant
Build analytics tool of Web site performances (use Google API for auto update). Front-End element development. Design and mockup of new behavior flow for the Web site. Display campaigns monitoring: Adwords, LinkedIn. Technical and graphics support.
- 2014 (6 months) **Défense Mobilité (Ministère de la Défense)**, Web marketing consultant
Project management of defense-mobilite.fr Web site redesign. The drafting of specifications, collect feedback form target users, development planning.
- 2013 (6 months) **Catella Residential**, Web marketing consultant
SEM, creating showcase Web sites, project management of limmeuble.com Web site redesign. New more efficient than the old Web site: + 144 % pageviews per sessions, + 222 % average session duration and - 43 % bounce rate, compared to the first half of 2014 against that of 2013.

EDUCATION

- 2015-2016 **Léonard de Vinci, Institut de l'Internet et du Multimédia (IIM)**, Paris La Défense – Master « manager de la communication numérique » (1st year).
- 2015 **Le Wagon**, Paris – Web development training. At the program ending, build a clone of Airbnb and a Web app that recommends bars by geolocation, based on proximity, beer price and Web reviews.
- 2011-2014 **École Européenne des Métiers de l'Internet (EEMI)**, founded by Xavier Niel, Jacques-Antoine Granjon and Marc Simoncini – Webmarketing specialization (bachelor, bac +3).

PROFESSIONAL SKILLS

- English Professional practice (score TOIEC : 830 / 990).
- Software Wordpress, Instapage, Webflow, Photoshop, git, Google: Ads, Analytics, Tag Manager, Apps Script, Sheets.
- Programming HTML, CSS, JavaScript, Ruby.

PERSONAL INTEREST

- Sports Football (as running back), France champion 2010 junior, running.
- Affinity Web, social media, new technology, Apple, politics, economies, sport, Paris-SG.