



EXPERIENCES



Big Moustache
 Razors and blades by subscription

Webmarketing Manager - internship & freelance

2013 (6 months)

- **Traffic Management** : Adwords, Facebook Ads, Emailing, Retargeting, ...
- **AB testing** of the website (integration and tests) : achieved +60% conversion rate by modifying one page
- **Design** : webdesign, integration and print
- **Development in PHP** : websites, Facebooks apps : collected 5000+ emails
- **Webanalytics**, customer intelligence : Modeled the prospective evolution of churn with cohort analysis
- **Social Media Marketing** : Management of social network accounts : went from 600 to 6000 Facebook fans
- **Offline Marketing** : Street Marketing, Postal Mailing, ...
- **ROI Analysis** of marketing campaigns and recommandations



Multiposting
 Software solutions for HR

Product Manager & SEM Account Strategist - internship

2012-2013 (6 months)

- **New product commercial and technical development** (AdRecruiter) : sold and upselled solution up to 10k€ to one client
- **Search Engine Marketing** : managed Google Adwords campaigns for customers : total of 200k€ portfolio
- **Project Management** : development in the US, UK, Canada and Poland : Successfully opened the first client account in Poland
- **Email Marketing** and lead collection



DPSO Conseil
 Webmarketing agency specialized in e-commerce

Webmarketing Assistant - internship & contract

2011 & 2012 (4 + 3 months)

- **SEO** : Netlinking, Reputation Management, Content creation, ...
- **Development in PHP** : Facebook Applications, Integration of the Paybox payment module, changes on OsCommerce, ...
- **Social Media Marketing** : Facebook Ads, Contests, ...
- **E-mail Marketing** : design, integration, sending (Mailchimp, DoList)
- **Affiliation** : Managed an affiliate program (E-affiliation), e-mailing, challenges, promotions, ...
- **Webdesign** : Created various designs (emailings, banners, ...)
- **E-commerce** : Migrated a site to Prestashop, created an e-commerce website on Wordpress, animation, catalogue management...
- **Monthly reporting of webmarketing campaigns**, and recommandations



www.formationphotoshop.fr

Founder

Creation of the product/website, preparing launch, social media marketing, ...

Since 2014



www.ebookseduction.com

Founder

Creation of the website, conversion optimization, driving sales, partnerships with ebooks writers, social media marketing, ...

Since 2011



Oser Entrepreneur
 (student organization)

President & Founder

Creating and representing the association, Recruiting and managing a team of 22 members, Organizing conferences with entrepreneurs, Startup Weekend Nice organizer, MashUp Initiatives Audience Award 2011

2012 (1 year)

STUDIES



SKEMA Business School

MSc in Entrepreneurship & Innovation

Grande Ecole Program : Effectual Marketing, Startup Support, Negotiation Skills, Innovation & New product Development, Business Model innovation, Executive Consulting, Solution-based selling, Advanced Strategy ...

2010-2014



Copenhagen Business School

Exchange program

Entrepreneurship and Innovation, New Media Brand and Reputation Management, Psychology of Influence, Web interaction Design and Communication

2012

University of Nice Sophia-Antipolis

Licence 2 (Associate Degree), Mathematics Applied to Social Sciences

Mathematics, Statistics, Probability, Computer Science, Economics, Quality Management

2009-2010

Lycée les Eucalyptus & Centre International de Valbonne (06)

Preparatory classes for competitive entrance to French Engineering Schools

Mathematics, Physics, Chemistry, Engineering science

2007-2009

Lycée de Beaugerard (42)

Baccalaureat in Science with honours

(equivalent to British 'A' Level or American High School Diploma)

2007

SKILLS

Digital Strategy



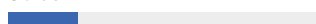
Project Management



Product Development



Sales



Google Adwords - Analytics



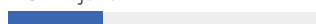
Photoshop - Illustrator



Salesforce - SugarCRM



MS Project



HTML



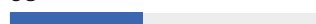
CSS



PHP



JS



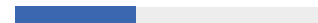
French (mother tongue)



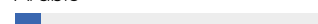
English



Italian



Arabic



Google Adwords Certified Individual since Oct. 2013

INTERESTS

Entrepreneurship
 Web
 Cinema
 Music

Launched several websites and apps : ebookseduction.com, formationphotoshop.fr , apps.facebook.com/howevilareyou...
 Attended LeWeb'11 conference
 Festival de Cannes 09 accredited | Member of Allocine Club 300
 5 years at conservatory studying piano (classical and jazz) | Fan of Keith Jarrett