

# NATHALIE FOURNIER

## Fields of expertise

**Digital strategy and deployment**  
**Sales training and support**  
**Agile project management**

## Who am-I?

- 29 years old • International profile •
- Analytics • Creativity • ROI oriented •
- Remarkable interpersonal skills •

Since Mar. 2015

Lallemand (Global leader in yeasts and bacteria for agriculture) Toulouse, France



### Global Digital Marketing Coordinator (3 years)

- Manage web-communication & content strategy (news, social media, e-mailing campaigns with associated landing pages, ad banners, etc.)
- Development & implementation digital tools: 4+ global websites / Software / mobile apps / E-Learning platform / CRM
- Analyse web data, follow KPIs & design adapted improvement strategies
- Train local Marketing teams (CMS, SEO, content writing, good web practices)

2014

Culture First (Start-up, e-business website in the cultural field) Paris, France



### Marketing and CRM Manager (6 months)

- Test and optimize website (increase sales)
- Liaise with Partners and Medias
- Write B2C communications: blog, newsletter, ads, and web content
- Sales support: sales leaflet, meetings with distributors and onsite sales promotions

2012 / 2013

Content Square (Web agency) Paris, France



### Website Test and Optimization Specialist (1 year)

- Manage key accounts (L'Occitane, Sephora, Vente Privée, 01net, Oscaro.com)
- Train and manage a team of analysts
- Develop the corporate communications (online and offline)

2012

MailGuard (IT security services/ antivirus B2B, 27 countries) Melbourne, Australia



### Web Producer (2 months)

- Designed an optimized website with an outsourced developer (6 weeks)
- Give guidelines to market MailGuard's services, developed a SEO/SEM strategy

2010 / 2011

Content Square (Web agency) Paris, France



### Junior Marketing Manager (1 year)

- Deliver web analysis (panel of 300 000 net surfers)
- Develop 2 services in 1 year, innovation competition winner 2011
- Design the marketing strategy (brand, slogan, logo, business model, sales argument)

## Interests:

- Sports: Pilates, ski, hiking
- Cultural events: Exhibitions, plays, concerts
- Humanitarian aid: Christmas for homeless, association

## 2011 - ESG Management School

Paris, France (6 months in Hong Kong)

Diploma: Master II "Marketing and Business Strategy"

Ranking: 2<sup>nd</sup> out of 95

Internship: **2 months Public Relations, INTERNeX**

Vancouver, Canada

## 2009 - ESGCI

Paris, France (6 months in Madrid)

Diploma: Bachelor "Business, Arts, Letters & Media"

Mention: « Very well, congratulations »

Internship: **2 months Communication, SYSTEM@TIC,**

Paris, France

## OTHER ABILITIES

### Languages

English (fluent)

French (mother tongue)

Spanish (intermediary)

### Computer literacy for Marketing

Pack office (5/5), Photoshop (4/5), Indesign (2/5)  
Surveys (5/5), Emailing (5/5) Blog (5/5)

### Web

Google Analytics, Web Data & User Experience (UX)  
SEO / SEM & Ad banners  
HTML & SQL (notions)

## SOCIAL

LinkedIn  
DoYouBuzz



## Address and Contact

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