

M2 Digital Marketing - ESSCA LOOKING FOR AN INTERNSHIP

6 months from January 2014

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PROFESSIONAL EXPERIENCE

- **Fnac.com, internship as a product manager assistant on Laptops - Tablets – Phones**
May to November 2012 – Paris
 - Worked within one of the biggest French E-commerce website
 - Improved traffic acquisition through SEO and SEA recommendations
 - Improved website navigation
 - Negotiated with suppliers and created a range of products
 - Benchmarked E-commerce competitors
 - ➔ Achieved objectives : sales, margin and stock
 - ➔ Self-managed Smartphone accessories: increased the turnover by +74% Vs 2011 (EUR 400 000 on 7 months)
- **Mobilaneuf.com, Founder of an iPhone – iPad – iPod repairing business**
April 2011 to Actual – Paris
 - Repaired 500 devices in 2 years, turnover: EUR 28 000
 - Developed my own website: www.mobilaneuf.com
 - Optimized my website: SEO, SEA et SMO
 - Worked with suppliers: China and Poland
 - Searched for customers : Adwords, partnership, social media, flyers, word of mouth
- **Yiwu Export Sourcing & Service, short term internship**
April to June 2013 - Xiamen, China
 - Sourced products (Alibaba, local fair)
 - Worked on Quality Control (QC) with factories
- **Issentiel.com, Freelance : organized a Facebook contest**
December 2012 - Montpellier, France
 - Set-up of the quiz with Socialshaker
 - Recommended visibility actions: Facebook Ads, blogs, e-mailing
 - Result: boosted the Facebook page with a gain of 6500 fans
- **Galeries Lafayette, Paris - Bd Haussmann: sales consultant Watches Department**
July to September 2011 – Paris
 - Welcomed French and foreign customers
 - Sold premium watches
 - Teamwork

EDUCATION

- **ESSCA, Angers – Masters Degree with a Digital Marketing specialization**
2009 - 2014
 - Courses: SEM, SEO, SEA, E-CRM, Web project management, Web Analytics, Web strategy, M-Commerce, e-mail Marketing
- **Xiamen University, China**
February to June 2013
 - Study Abroad - Immersion in the Chinese language and culture for 5 months

LANGUAGE & COMPUTER SKILLS

- **English** : fluent, TOEIC : 870
- **Spanish** : intermediate
- **Chinese**: beginner
- Proficient in Office 2013
- CMS: Wordpress, Prestashop
- SEO, SEA
- Google tools: Adwords, Analytics, Adsense, Webmaster tools
- Facebook Ads
- Beginner on Photoshop and Dreamweaver

INTERESTS

- **Sport** : sailing, squash, diving (level 2), jogging (20km of Paris in 2012 and 2013 - highest ranking: 5344/23878 participants)
- **Travelling** :
 - 2013 : China, Taiwan, Thailand, Malaysia, Singapore, Philippines, Indonesia, Italy, Germany, USA
 - China (Guangzhou Fair in 2010),
 - Hong Kong (Electronic Fair in 2010)