



Expert & Manager in Webmarketing, E-commerce

« Give me six hours to chop down a tree and i will spend the first four hours sharpening the axe »
[Abraham Lincoln]

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Work experience

WEBAGENCY MANAGER (2017 - 2018)



Infra Creative Workshop is a global communication agency where 26 experts build 360° solutions for brands, companys and territories.

Consulting : 360° webmarketing recommendations, customer campaigns launch & optimization : lead generation & e-commerce

Supervision of digital production : organization, project management and processes of the «webagency» department

Management : of 9 employees, human ressources and freelances coordination

E-COMMERCE MANAGER (2015 - 2017)



Macway.com est un site e-commerce High-Tech spécialisé dans la distribution d'équipements pour Mac, iPhone & iPad.

Webmarketing strategies audit and readjustment

Traffic generation : search engine optimization, search engine advertising, online comparison websites, display, retargeting, emailing, affiliation, radio & media

Operational marketing : 4P's, brand DNA, direct marketing, loyalty marketing, multi-channel strategy (9 stores)

Inbound marketing : blog, community management, influencers, e-reputation
Conversion rate optimization : web analytics, A/B testing, UX design, live chat, trigger marketing

Marketplace Macway : marketing support, recruitment & on-boarding team building

Management : of 8 employees, recruitment

INTERNATIONAL PROJECT MANAGER (2013 - 2014)



Würth Modyf est une filiale du groupe Würth, spécialisée dans la vente par correspondance de vêtements de travail et chaussures de sécurité.

E-commerce website overhaul in Europe (Magento)

International team's coordination : managment of the project group, team integration, workshop organization, budget, planning, partner's integration, information systems

E-COMMERCE MANAGER FRANCE (2007 - 2013)



Würth Modyf est une filiale du groupe Würth, spécialisée dans la vente par correspondance de vêtements de travail et chaussures de sécurité.

E-commerce website creation : specifications, choice of the project management service, marketing strategy, art direction, management of suppliers, continuous improvment, blogging

E-marketing supervision : objectives and budget planning, search engine optimization, search engine advertising, emailing, retargeting, price comparators, live chat marketing, e-merchandising, cross/up selling, conversion rate optimization, web analytics, competitive intelligence

Management : team building, organization, planning, recruitment

Collaboration with communication department : cross-channel campaign's, brand DNA, direct marketing, database management, prize competitions, contribution to catalogues

Special skills

Social and organizational skills

Leadership
Organizational skills, capacity to work independently
Analytical and synthetical skills
Openness and curiosity

Computing skills

Windows and Mac OS

Project management : redmine, trello, gmail for work

Managing webmarketing tools : webanalytics, ERP, PIM CRM, CMS

SEO & SEA tools, analytics, blogs etc.

Design & UX : balsamic Mockup, adobe photoshop, marvelapp

Languages

English : oral excellent (C1), written very good (B2)

German : oral very good, written good

Spanish : basic

Education

2008

Master II E-commerce

EM Strasbourg Business School

E-business project management
Informations system management
E-marketing techniques
Strategic intelligence

2004 - 2007

IBM International Business Management

Tri-national school, Masters degree

Université de Haute Alsace (FR)
+ Berufsakademie Lörrach (DE)
+ Fachhochschule beider Basel (CH)

Economics
Management, organization
Marketing, branding, consumer behavior
Communication, marketing techniques
Intercultural focus

Baccalauréat Scientifique / 2000 - 2003

Henry Meck Molsheim High School

Other interests

New technologies

Sports : soccer, fitness, tai chi

Animal protection