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## Work Experience

- 2018 **Customer Success Manager** (9 months)  
[Horizontal Software](#) (Human Resource Softwares) – Lille – France
- Prospected by email and telephone
  - Follow-up and nurturing of the leads until conversion
  - Personalized presentations of our solutions to the future clients
  - Onboarding and guidance during the installation of our tools
- Accounts** : Ankama, Coursier.fr, TenCate, Wall Street English, Ankama, etc.
- 2015-2017 **Account Manager** (2 years & 6 months)  
[Adictiz](#) (SaaS solution for Marketing games & contests) – Lille – France
- Managed & built up customers loyalty on a yearly basis
  - Made strategic recommendations to reach our customer's marketing goals
  - Identified business opportunities & sold additional services (CRM, Facebook Ads)
  - Reported & analysed campaign's results to maximise customer's ROI
- Accounts** : Auchan, Aushopping, flunch, McDonald's, Petit Navire, Tessi, etc.
- 2014 - 2015 **Webmarketing Project Manager**(4 months)  
[inéov](#) (Real Estate engineering) – Lyon – France
- Created Marketing strategy
  - Supervised website development
  - Elaborated SEO & SMO optimization
  - Wrote copy for the website & the brand
- 2012 **Webmarketing & SEO Project Manager** (6 months)  
[IHEM](#) (Web Design & Web Marketing agency) – Beijing – CHINA
- Made & monitored SEO campaigns (Onsite & Offsite optimizations)
  - Created & managed Google AdWords campaigns
  - Elaborated Web Marketing strategies & actions for clients
  - Created a SMO/SMM package for agency's clients
  - Managed customer relationships (regular reports & meetings)
- Accounts** : Lexuomo, Lesachats.fr, Cosy for you, English Trackers
- 2011 **Webmarketing Project Manager Junior** (3 months)  
[E-Santé](#) (Website) – Paris – FRANCE
- Created & set up a social media strategy to increase the traffic on the website
  - Designed & managed online ad. campaigns, marketing emails, newsletters
  - Supervised company's forums and mail box contents
- 2011 **Community Manager** (5 months)  
[Buzzman](#) (Digital advertising agency) - Paris – FRANCE
- Elaborated, launched and supervised online game contests
  - Made strategic recommendations and partnerships investigation
  - Created and diffused community contents, animated communities
  - Regularly monitored and reported on quality and quantity
- Accounts** : SFR, Bic, Terrasse au Soleil (Mobile App.)

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## Education

- 2008 - 2013 **Master's Degree specialized in technology & management at TEMA**  
Graduated from [NEOMA Business School : TEMA](#) – Major Marketing, Reims, FRANCE  
Master's Thesis problematic: « What is the relationships between “free-to-play” business model & the behavior of gamers ? »  
Main courses : Marketing, Digital marketing, Project & team management, IT, Innovation

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## Languages & Skills

- Languages** **English** : Fluent (TOEIC : 950/990) - **French** : Native
- Computing** **Microsoft Office & Google Docs** : Word , Excel, PowerPoint, Slides, Sheets, etc.  
**Webmarketing** : Google Analytics, Salesforce, Hubspot (Inbound Sales Certification)