HÉLÈNE WOLFF

CHIEF MARKETING OFFICER

NEOMA BUSINESS SCHOOL MASTER GRANDE ECOLE
42 DISRUPTING ENGINEERING SCHOOL PARIS

PROFESSIONAL EXPERIENCES

CMO DIGITAL MARKETING WILDCARD / W6D.IO

03/2019->NOW - STATION F - WILDCARD SAS — PARIS FRANCE

- Digital marketing plan definition and setup from scratch and brand identity creation
- SEM, social, inbound marketing, communication assets creation
- Development and integration of marketing automation tools

TEAM LEAD MOBILE MEDIA BUYING MOBEXT, HAVAS GROUP

03/2017->04/2018 - MOBEXT,/HAVAS MEDIA — PUTEAUX FRANCE

- Team Management (15 campaign managers, total budget of 16M€)
- Customer success and Account management (media strategy, follow up, reportings)
- Analysis of new mobile media solutions and implementations
- Launch of the first Digital Creative Optimization audio campaign in France

HEAD OF CUSTOMER SUCCESS MISTERBELL SARL

03/2014->02/2017 - MISTERBELL SARL — PARIS FRANCE

- Team Management (sales, account managers and traffic managers)
- International mobile campaigns management and client success management

WEBMARKETING EXECUTIVE GAMONIAC.FR

02->08/2013 - GAMONIAC.FR GAMONIAC — COURBEVOIE FRANCE

WEBMARKETING EXECUTIVE TOKYOINCOGNITO.INFO

07/2011->01/2012- TOKYO STAY — TOKYO JAPAN

NURSE IN VARIOUS UNITS

03/2010 -> 09/2011 - INTÉRIM - ADECCO MÉDICAL — VAL D'OISE FRANCE

EDUCATION

42 COMPUTER ENGINEERING SCHOOL PARIS CAMPUS

04/2018-> 07/2020

- Learning C throught the Unix branch
- Initiation to Network and System Administration, Containerization and Cloud systems
- Web projects (Python, React, JS)

MASTER IN BUSINESS MANAGEMENT NEOMA BUSINESS SCHOOL

09/2010 -> 12/2013

- Master Degree (English)
- Major: Entrepreneurship

DEGREE IN CHINESE LANGUAGE WUHAN UNIVERSITY OF FOREIGN LANGUAGES

09/2012 -> 01/2013

- Equivalence to HSK niveau 4 (intermediary level)

NURSING DEGREE INSTITUT DE FORMATION EN SOINS INFIRMIERS

02/2007 -> 03/2010 - STRASBOURG, LA ROBERTSAU

- 3 years state training, 17 months of internship (multiple units)

SENIOR YEAR AND GRADUATION JOHN GLENN HIGH SCHOOL (OH, USA)

08/2004 -> 07/2005

- High School Graduation
- Member of the Swim Team, Best Swimmer Award 2004

CONTACTS

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/HELENEWOLFF/

HWOLFF42

SKILLS

LANGUAGES (NATIVE FRENCH)

- ENGLISH (C1 - FLUENT)
- SPANISH (B1)
- CHINESE (HSK3)
- JAPANESE (JLPT4)

CODING & PRODUCTIVITY

- C
- UNIX
- SQL
- PHP
- HTML/CSS/JAVASCRIPT
- OFFICE SUITE
- CREATIVE SUITE ADOBE

DIGITAL MARKETING

- **SEA** (GOOGLE ADS)
- **SMO** (FB, IG, REDDIT)
- **SEO** (SEMRUSH, AUDIT)
- **PROGRAMMATIC** (HAVAS PROGRAM)
- **TRACKING** (GOOGLE SUITE, APPSFLYER, ADJUST)
- **AUTOMATION & CRM** (PIPEDRIVE, HUBSPOT, ETC)

MORE

- **VIDEO GAMES** GUILD MASTER
- **START-UPS** STATION F GUILD MASTER
- **DIVING** DIVE MASTER