

Marketing Manager

> Experiences

2013/10 **Wolters Kluwer**, Sherbrooke, Canada

www.wolterskluwer.com

Senior UX Designer

Premier provider of software, content and services to professionals in the fields of tax and accounting, financial planning, legal and business.

Missions:

Perform data analysis to improve the experience of each products. Set UX & UI standards for applications deployment, document these standards and provide training. Collaborate with development, sales and marketing teams to elaborate products and features which meet needs of the customers. Coordinate the usability tests of the new features. Design different user interfaces (WireFrame, Lo-Fi) and get feedbacks from users. Write UX & UI specifications according to the solution. Act as a strategic consultant to upper-management.

Ensure constant technology watch to remain at the forefront of standards in user experience and information architecture.

2013/03 **Neio**, Montpellier, France

www.neio.com

2011/04 **Product Manager**

B to B SaaS platform which supports business development through an automated leads detection system and provide an audit of web communities.

Missions:

Identification of needs, market standards and differentiating features. Drafting of UX & UI specifications. Creation of usability scenarios, mock-ups and graphic illustrations. Definition of customer acquisition strategy. Optimization of the acquisition funnel, traffic management, web marketing campaigns (adwords & display). Implementation of KPIs, monitoring and perform analysis of collected data. Team management in working agile method. Development of sale materials support. Creating and monitoring newsletters campaigns. Creation of external communication documents (sales brochures, infographics), internal (specifications, data sheets) and facilitation of social networks. Management of the development team to define priorities, follow development process and meet the deadlines. Numerous exchanges with the users community, to elaborate proximity and understand their universe and their needs.

2010/11 **United Biscuits**, Paris, France

www.unitedbiscuits.com

2010/02 **Category manager assistant**

UB is one of the world's pre-eminent branded snacks businesses, producing some of the best known and loved snacks, with products ranging from biscuits and crackers to cakes and snacks.

Missions:

In charge of sales development. Creation of national plans merchandising. Perform strategic analysis and recommendations to increase in-stores sales. Implementation of action plans for highlights and promotions. Recommendations and merchandising adjustments with retailers.

2007/04 **Terres & Caractères**, Bordeaux, France

2004/06 **Entrepreneur / Manager**

Creator and manager of a wine cellar. Implementation of communication and commercial activities. Reception of customers, management and accounting, inventory management, managements of administrative procedures, management of suppliers.

> Education

2011 **ESC Montpellier**, Montpellier, France
BAC + 5 Master degree specialty Marketing

2007 **ESARC**, Bordeaux, France
BTS Commerce International / (DEC)

> Skills

Languages French, English: professional Spanish: fluent

Softs Adobe Creative Master Suite, HTML/CSS, JQuery, JavaScript, Wordpress, Bootstrap

Asso Active member of France Digitale

Passions Golf, Chess, paintings, street art, music, literature, football et rugby.

Social Good interpersonal skills, strong-willed, polyvalent, analytical and synthesis, curious, creative, user-driven, ability to argue and unite.