

# Axel FLORENCE



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Axel Florence



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## EXPERIENCE

- 2015**  
**4 months**      **Junior Online Marketing Manager**  
**SpaceWays – Rocket Internet**
- In charge of traffic acquisition through SEM & Display
  - Optimized SEM, GDN & Remarketing campaigns in all markets (USA, Canada, UK, France, Australia)
  - CAC optimization & performance tracking
  - Created automation of reporting (Excel, VBA)
  - Created landing pages and implemented tracking to test a new acquisition strategy.
- 2014**  
**3 months**      **Intern – Business Development**  
**SpaceWays – Rocket Internet**
- Recruited for the launch of the service in Paris. I had two focuses: Marketing & Operations.
  - Marketing: Leading flyer campaign, partners outreach, CS chat, also PR actions and SEM tasks.
  - Operations: Responsible for coordinating the daily Ops with Logistics and Warehousing providers.
- 2014**  
**6 months**      **Junior Consultant**  
**Agence InnovLR – Montpellier BS consulting agency**
- Areas of consulting : Business Model, Positioning, Business Development, Marketing.
  - Collaborating closely with SME managers: definition of needs and presentations of the results.
  - Leading internal and external analysis, mapping, using matrixes and canvas.
  - My clients: an insurance company, a postal service business, a statistical study firm.
- 2013**  
**3 months**      **Strategy & Business Development**  
**Enov-formation - E-learning solutions & Serious Game Specialist**
- Identifying business opportunities through market research and outreach.
  - Defining communication and branding strategy for an educative game product.
  - Defining a sales approach for the company to present its SAAS to key accounts.
- 2012/2013**  
**9 months**      **Marketing and Sales Intern**  
**Montpellier Events –Marketing Department Park & Suites Arena**
- In charge of market studies and competitive watch
  - Created and helped to commercialize partnerships offers for companies 500K€/year
  - Helped to improve the sales pitch for the hospitality products (VIP, business seats)
  - Monitored the Naming contract of the Park & Suites Arena (value of 1M € /year)

## EDUCATION

<b>2010-2014</b>	<b>Montpellier Business School, Master's Degree</b>
<b>2014</b>	Digital Marketing & E-commerce specialization
<b>2011/2012</b>	1 year Exchange Program at <b>Tecnologico de Monterrey</b> , Guadalajara, Mx
<b>2008-2010</b>	Classe préparatoire HEC, maths option

## SKILLS

English	■ ■ ■ ■ ■	MS Office	■ ■ ■ ■ ■ ■	Communication	■ ■ ■ ■ ■ ■
French	■ ■ ■ ■ ■ ■	Google Analytics	■ ■ ■ ■	Team work	■ ■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■	HTML & CSS	■ ■ ■	Curiosity	■ ■ ■ ■ ■ ■

## PROJECTS

<b>2014</b>	<b><u>Tweetping.net</u>, Montpellier Startup Weekend</b> Tweetping is a tool that shows you the global Twitter activity in real time on a beautiful luminous map. With this project and as a team, we won the contest.
<b>2012</b>	<b>“Cordée de la réussite”, social and educational engagement</b> Along with 5 school mates we planned and organized a ski trip for 50 middle school children from depressed areas, enhancing discussions on the subjects of higher studies and education. We found 15K€ of sponsorships and the project was successful.
<b>2012</b>	<b>Adrenaline, Student Sport Association.</b> In Adrenaline, I was working on one particular project: <ul style="list-style-type: none"><li>- Planning and organization of a 4 days ski trip for 150 students</li><li>- Contact and negotiation with service providers</li><li>- Creating an animations' program</li><li>- Management of a 30K€ budget</li></ul>