# Benoit%20COTTE_DSC7110.jpgBenoit Cotte

# Digital Marketing Management Lecturer & Trainer

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Bangkok, Thailand

LinkedIn profile:

<http://th.linkedin.com/in/bcotte>

Born 06/04/1965

# Experience

### Summary

20 years+ experience in **entrepreneurship, management, marketing, sales, design and digital marketing**

Intuitive, analytical and creative thinking

Excellent interpersonal and intercultural communication skills

### Languages

English, native

French, native

Spanish, proficient  
Thai, intermediate

### Education

MBA, MSSc

### Senior Lecturer, BBA Faculty at Stamford International University

Bangkok, July 2013 - Present

**Developed our new Marketing Major, including all Thai government compliance**

**Leading the pilot program for developing BBA blended learning**

Comprehensive market study of Marketing BBAs, designed a new BBA major focused on Digital Marketing, Marketing in Asia and Entrepreneurship.

### Adjunct Faculty, Executive MBA Lecturer in Digital Marketing at CMMU, Mahidol University

Bangkok, September 2012 - Present

### Chief Marketing Director at Wall Street English Thailand

Bangkok, January 2011 - February 2012

**In charge of all new client acquisition channels**

Managing the digital marketing campaigns, direct sales force, telemarketing, resale and up sale, partnerships, PR and corporate communication. An 84 000 000 Baht budget.

### CEO, founder at Allyssons, Digital Marketing Agency

Vannes, France, 2006 - 2010

**E-marketing, e-media research and training**

SEO, CRM marketing, CMS, web analytics and PPC management for E-Commerce websites.

### Managing Director at Start Me Up, Advertising Agency

Paris, 2000 - 2006

**Creating and producing 360° online and offline marketing campaigns**

Born from the merger of Metamedia (see below) with Start Me Up agency.

Leading and coordinating creative and sales teams, interfacing between clients, tiers and our agency

Clients: BNP Paribas, Axa, Société Générale, Barclays, Accor Group, Carrefour…   
Several creative prizes

### Co-Founder and Board Member at La Cantinière, E-commerce

Paris, 2003 - 2006

**Founding an E-commerce website dedicated to high-end kitchen ware**

In charge of developing best E-commerce practices, including content, product research, SEO, CRM, PPC and web analytics. 95 000 clients by 2006.

### CEO, founder at Metamedia, Multimedia Design Studio

Paris, 1994 - 2000

**Developing customized multimedia solutions for international clients**

Clients: Carrefour, Essilor, Sony Music, Emi, Columbia Records, Honeywell, Disney…

### Testimonials

“Benoit is an excellent marketing specialist who fully understands the method of converting visitors into customers. He is creative, highly professional and skillful in digital marketing.”

***Jimmy Crangle***

***Marketing Executive at World TEFL Association***

“I started to work with Benoit one year after the birth of Linkasi.   
Benoit is a take-charge person who is able to present creative ideas and communicate the benefits.   
Though he was an asset to our marketing efforts, Benoit was also extraordinarily helpful in other areas of the company.”

***David* *Cararon***

***Business* *Development* *Manager* *Green* *Building* *Consultant***

50% revenue growth per year.

### COO at Hautefeuille, Advertising Agency

Paris, 1992 - 1994

**Developing from scratch an operations production solution**

Change manager, project manager, trainer…

Internalized 75% of publishing production.

Clients: JVC, Honda, Britany Airways, Ducros…

### Architect’s assistant, graphic designer, several positions

1987-1992

### Military: French Airborne Marines, 6th RPIMa

1985 - 1986

# Education

### International MBA

Audencia Business School, Nantes, 2008 - 2009

### Masters in Social Sciences, International business

Université de Bretagne Sud, Lorient, 2007 – 2008

# Professional Certification

### Data Science

*Johns Hopkins & Bloomberg School, ongoing, 2104*

### Entrepreneurship: Launching an Innovative Business

*University of Maryland, College Park, 2014*

# Computer Skills

HTML, XML, CSS, SEO, Dreamweaver, Microsoft Office suite, Adobe CS suite, R…

# Interests

Photography, scuba diving (Rescue Diver), autonomous living, future trends, design, Frisbees, luxury travel, green architecture, economics…