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Nationality: French

## CAREER OBJECTIVE

Position of challenge and responsibilities in an on-line marketing with a flair for Innovation and Planning

## KEY SKILLS

### Languages

- English: fluent. Good knowledge of commercial vocabulary. Spoke English while managing the portfolio of 15 clients
- French/Russian: bilingual (Russian father, French mother)

### IT Skills

- Competent with Dreamweaver and Photoshop. Used them while participating in *europa-trucks.ru* and *LeaStudents.fr* development
- Good knowledge of (X)HTML, CSS2 and basic knowledge of PHP 5 and MySQL. Designed *LeaStudents.fr* and used simple php scripts
- Confident user of Internet 2.0 (webmaster tools, blogs, social network)
- Competent with MS Office: Word, Power Point, Excel

### E-business

- Web marketing and on-line communication
- Website conception and launching
- Basic knowledge of Web Project Management

### Business

- Market analysis
- Market penetration strategy

## EDUCATION

2008 to present day **Year 4 of 5 years full-time study in International Business, Institute of Business Administration, Nancy, France**

### Major option: e-business

Modules included	web marketing	international marketing
	on-line communication	business communication
	project management	international business environment
	business English	

## E-BUSINESS RELATED WORK EXPERIENCE

Feb. 2007- Aug. 2008 **Europecamions.com , France** (B2B online marketplace. N°1 in France and Southern Europe  
21,000 visitors/day – 6,1 million page views/month)

### Sales & Marketing Manager : The Netherlands / Eastern Europe

#### Web-marketing and on-line communication

- participated in *europa-trucks.ru* and *europa-vraghtwagen.nl* development and launching: was in charge of budget administration, ergonomics and design
- monitored and managed *planet-trucks.com* , *europa-trucks.ru* , *europa-vraghtwagen.nl*: traffic analysis, SEO (+1,400 visitors/day in a year)
- created and managed on-line advertising campaigns: emailing, buzz, AdWords, flash banners

#### Marketing and Sales

- completed Dutch and Russian market study: competitor analysis, SWOT
- developed marketing strategy: Porter analysis, price lists
- responsible for portfolio of 15 clients: built and maintained business relationships, provided clients with advices

## OTHER WORK EXPERIENCE

June 2006 – Aug. 2006 **APAJH (French national federation defending the rights of handicapped people), France**  
**Counsellor in a summer camp for disabled people**

- responsible for the overall activity programme of a group of 22 people
- monitored welfare needs of disabled people

## INTERESTS AND ACTIVITIES

### On-line activities

- Keen on reading books, articles, Internet resources relating to on-line marketing and webmastering
- Develop *LeaStudents.fr* website in order to promote my course of study among business professionals (website launching date December 2008)

### Off-line activities

- Volunteer support worker at the University of Nancy (1 day per week): accompany disabled students on social outing (going to the cinema, university canteen)
- Keen on reading books about dictatorship of XXth century
- Enjoy jogging (since 1995)
- Play ice hockey with friends (since 1993)