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VP Growth & Advisor

Professional experience

May 17 - Today **Head of B2B marketing & COMEX member - Oyst**

- Drive B2B demand generation and brand awareness : x10 more merchants in 6 months
- Definition of the communication's strategic guidelines in term of image, visibility and message

Nov.14 - May 17 **EMEA Marketing Manager - Commanders Act (formerly TagCommander)**

- Set up and execute all inbound and outbound demand generation programs within Pardot and Salesforce
- Build acquisition strategies via Google AdWords, LinkedIn, Xing, Twitter and Facebook
- Manage website content and lead flow to hit 50% growth target
- Work on the rebranding strategy via new marketing assets and participating in a major European trade show
- Manage inside sales activity

Apr.15 - Today **Founder - Web After Work**

The meet-up for the Paris webmarketing community with the best guest speakers

Sept.12 - Sept.14 **Associate Marketing Manager - Microsoft**

- In charge of a \$2M marketing budget, defined strategies and tactics for driving awareness (advertising, on&off line campaigns), demand and revenue generation activities with ROI analysis (+17% YoY)
- Led sales campaign on Office 365 with Student Advantage: 120k licenses sold in 5 months (112% of EOP target)
- Supported Sales Account Team and managed our telesales to drive sales
- Demonstrated Microsoft solutions's value, developed dedicated scenarii and represented Microsoft during public events

Education

2011 - 2014 **Skema Business School, France**
MSc in Management with a double degree in law - GPA: 3.5 out of 4.0

2009 - 2011 **University Paris 13**
Two-year diploma in Communication and Network Services (DUT SRC)

Skills & knowledge

Coding languages	HTML, CSS, PHP/MYSQL, MS Access, Javascript, SEO/SEM/SMO
Softwares	Adobe Creative Cloud, Microsoft Office 365, Microsoft Visio
French	Native language
English	Full professional proficiency (TOEFL: 570)
Spanish	Limited professional proficiency

Interests

Sport	Skydiving, diving (PADI Open Water) and running
Hobbies	Oenology, photography and travels
Music	Drums (8 years of practice)