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 Driving License  
**Bilingual French & English**

## Professional Objective:

### Consultant

*Consultant with 2 years experience  
 in Digital Marketing*

## PROFESSIONAL EXPERIENCE

### **APRIL 2010 – TODAY (16 months): Consultant, FullSIX (Paris)**

Consulting for the design and implementation of strategic digital marketing projects:

- Manage budget and accompany clients in their daily digital issues,
- Pilot multichannel projects,
- Coordinate consulting, software development and creative teams (both internally and externally when working with service providers).

#### • PMU:

- Implementation and monitoring of the social media strategy on social networks (Facebook, Twitter, Youtube),
- Set up and evolutions on the commercial websites (Horse Racing, Poker, Sports).

#### • LCL:

- Conception, implementation and monitoring of the social media strategy on social networks (Facebook, Twitter, Youtube),
- Editorial activity of LCL.COL and optimization of editorial contents for search engine (SEO),
- Conception of the iPhone app of account management,
- Project management for the re-design of the Stock Exchange area on the client account management on LCL.FR.

#### • EDF:

- Conception, implementation and evolutions of the Supporters Club.

### **MAY 2009 – JULY 2009 (3 months): Partnership Manager at ESC Lille (Lille)**

- Management of a team of 7 in charge of welcoming 3,500 students to the school (planning, tasks follow-up, evaluation),
- Partnership canvassing (accommodation, restoration, shifting)

### **MAY 2008 – SEPTEMBER 2008 (5 months): Project Manager, Internal Communication and Human Resources Head Office at Dexia Technology Services (Brussels & Luxembourg)**

- IT Project Manager for the reorganization and reset of the Intranet of DTS,
- HR Project Manager (leading of internal survey, setting up of reporting tools) and support on many others HR files (wage politics, recruitment, evaluation, careers tracks),
- In charge of an internal communication campaign to call to mind the values of the firm (700 employees targeted). Support during the organization of the biennial internal event of the firm (700 employees targeted).

### **JUNE 2007 – AUGUST 2007 (3 months): Media Planner at Havas Digital (Brussels)**

- Definition of the on-line advertising sales strategy oriented ROI (optimal mix, benchmark, cost and targeted volumes),
- Analysis of the on-line campaign performances (instrumental panels and ad-hoc statistical analysis),
- Operational management of the launch campaigns for advertisers.

## EDUCATION

### **2006 – 2009: MSc, SKEMA Business School (Lille)**

Graduate from SKEMA Business School (Ex-ESC Lille), International Master in Management (International English speaking Program)

### **2003 – 2006: Prepa Course, Scientific, Lycée Paul Valéry (Paris)**

## LANGUAGES

English Bilingual  
 French: Native speaker  
 Gujarati: Indian mother tongue  
 Spanish: Intermediate  
 Japanese: Notions

## COMPUTER SKILLS

- MS Office Tools, **Google Apps**, SharePoint, ECDL
- Graphic and webdesign tools (**Photoshop**, InDesign, Illustrator, etc), **CMS** (Joomla, Magento, **Wordpress**)
- Software development notions: HTML, CSS, PHP, JS
- Mac & PC Environment

## PERSONAL INTERESTS

- Photography: pictures amateur (portraits, animals, landscape, in color or black & white)
- Sports: running, handball, urban football
- High Tech, ICT, web, social media and marketing
- Cinéma

## UNION LIFE

### **2006 – 2008: Webmaster of the Student Union of ESC Lille**

- IT Project Manager for the creation of the website of the student union,
- Community Management for all events of the student union, the school and the unions of the school (Facebook, student union forum),
- Project Management Officer of the website of the BDE (CMS: Joomla et Xoops)

### **2006 – 2008: General Secretary of Oneid, data processing, communication and radio union of ESC Lille**

- Organization of events about ICT (lectures, presentation)
- Design of communication supports for the school unions (flyers, posters, PAO)