



# DENIS VALLET

## DIGITAL MARKETING OFFICER

### - OBJECTIVES -

Get an intense and rewarding professional experience abroad in Marketing. Work in a multicultural environment.

### SKILLS

#### COMPUTING

Pack Office	●●●●●	Adobe Analytics	●●●●
CRM (Neolane)	●●●●	Social Medias	●●●●●
WordPress CMS	●●●●	LANGUAGES	
Adobe Ps, Ai, Id	●●●●	French	●●●●●
HTML/CSS	●●●	English (TOEIC)	●●●●
		Spanish (DELE)	●●●●

### - INTERESTS -



ADVANCED OPEN WATER



ENGLAND, SPAIN, CANADA, MEXICO, INDONESIA, CHINA, SINGAPORE, THAILAND, GERMANY, ITALY, TURKEY, EGYPT

### VOLUNTEERING

MEDI'N'SEEC | 2013 - 2015  
SPONSORSHIP AND COMMUNICATION MEMBER  
SO AS TO HELP A BURKINABE VILLAGE BE SELF-SUFFICIENT

FOOD BANK | DEC 2013 - JAN 2014  
VOLUNTEER IN THE NATIONAL COLLECT AND ITS SORTING

### - CONTACT -



BORDEAUX



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## EXPERIENCES

### CUSTOMER LOYALTY OFFICER

CDISCOUNT | JUNE 2017 - DEC 2017 (6 MONTHS)

BORDEAUX, FRANCE

- Launching email campaigns on Neolane and push app notifications on Accengage
- Follow-up of these campaigns (open rate, click/reaction rate, traffic & business figures, conversion rate...)

### TRAFFIC MANAGER

CDISCOUNT | JAN 2017 - JUNE 2017 (6 MONTHS)

BORDEAUX, FRANCE

- Implementation of online campaigns on the website
- **Analysis and reporting** of digital campaigns (clicks, views, ROI, traffic ...) with Omniture (Adobe Analytics)

### MARKETING EXECUTIVE

NYAMAN GROUP | JAN 2016 - JUL 2016 (6 MONTHS)

SEMINYAK, INDONESIA

- Community Management, creation and analysis of promotion campaigns on social medias and emailing
- Optimize content to improve websites's natural referencement of the whole group
- Strengthen the group development strategy

### INTERNATIONAL MARKETING OFFICER

PIERRE-EXPORT LTD. | AUG 2015 - NOV 2015 (4 MONTHS)

YIWU, CHINA

- Realization of **Market Researches** for the importation of French wine in China
- Set up a Marketing Strategy and created an online and offline communication plan

### WEB MARKETING ASSISTANT

MAISON ENERGY | JAN 2015 - JUN 2015 (6 MONTHS)

MÉRIGNAC, FRANCE

- Optimization of content to improve the website's ranking (Google Analytics & Google Adwords keywords tool)
- Follow-up of E-commerce website statistics and implemented web strategies (Woorank and SEM Rush)

### EVENT PROJECT MANAGEMENT ASSISTANT

MAURIAC VOYAGES | SEPT 2014 - NOV 2014 (3 MONTHS)

BORDEAUX, FRANCE

- Organization of wine Trade show as VINEXPO and UGC (Union des Grands Crus)
- Managing guests hotel and flight reservations and preparing invoices

### INTERNATIONAL COMMERCIAL AGENT

THE STAR HOME | JUN 2014 - AUG 2014 (3 MONTHS)

LLANÇA/BARCELONA, SPAIN

- Prospection of new properties for the website
- Managing all reservation process
- Creation of a communication plan for the company expansion



## EDUCATION

### MASTER'S DEGREE IN MARKETING, COMMUNICATION & DIGITAL STRATEGY

INSEEC BUSINESS SCHOOL | 2013 - 2017

BORDEAUX, FRANCE

### PREPARATORY CLASS FOR BUSINESS SCHOOL - ECONOMICS

HIGH SCHOOL GRAND-LEBRUN | 2011 - 2013

BORDEAUX, FRANCE