

## Nicolas BOITEUX

Date of birth : November 19<sup>th</sup>, 1983

Place of birth : Besançon

Nationality : French

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## Online Marketing & Communication

*Multi-competence, dynamic and flexible, with work experience in management and online marketing, I developed Internet skills and leadership in multicultural environments with an objective of results. I am a French native speaker and I speak English fluently.*

### SKILLS AND COMPETENCES

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- **Team Management** Tasks organization, distribution, control, follow-up and reporting  
Cross-cultural management and teleworking management
- **Recruitment (HR)** Preparing and uploading job offers, selecting candidates, interviews  
Welcoming, training and accompanying new collaborators
- **Marketing and Communication** Market analysis, strategy planning and implementing  
Online marketing, monitoring and E-reputation  
Articles editing and publishing, press release diffusion
- **Client relation** Prospecting, negotiating, raising new businesses (B2C and B2B)  
Welcoming customers, selling and following-up
- **Administration** Basic company accountancy, budget planning  
Files organization and updating
- **Informatics and Internet** Microsoft Office Word, Excel and PowerPoint, and Open Office, Windows,  
E-mailing, Html editor (Notepad++) and FTP client (FileZilla)  
Web 2.0, Real Time Web, Social Media, Sharing & bookmarking

### WORK EXPERIENCE

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- Since October 2008 : **Webmarketing Manager**  
**Wikio**, French Internet Start-up - Paris  
Partnership service manager, community management, communication and reporting  
Strategy planning and implementing, budget definition, setting objectives and analyzing the results  
Recruitment, training and coordination of a 15 collaborators team
- February to October 2008 : **Community Manager internship Wikio**  
Collecting e-mails, selecting contacts, e-mailing, answering, reporting, Client Relationship  
Management, Marketing Monitoring, Webmasters Relation (Bloggers & Media Site)
- May/June 2006 : **Commercial Agent internship**  
**Client Roi National**, Association of down-town retailers - Besançon  
Recruitment and follow-up of members Prospecting, negotiating, selling
- July/August 2005 : **Seller/customer service**  
**Castorama**, DIY and home improvement tools and supplies retailer - Besançon  
Putting on the shelves and maintenance, selling, advising



### EDUCATION

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- 2004 to 2008 **International Business School, Main subject Marketing/Sales**  
IMEA - Besançon (France)
- 2006 to 2007 : **Exchange year "Scandinavian Area Studies"**,  
University of Southern Denmark - Odense (Denmark)
- 2003 to 2004 : 1<sup>st</sup> year **Faculty of Political Sciences and International Relations**  
University Lyon III - Lyon (France)



### MISCELLANEOUS

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- **Community Life** 2007-2008 : Member of the Association '7padici' organizing concerts and cultural events  
2001-2006 : Voluntary Firefighter - Owner of the First Aid Certificate
- **Internet** Creation and maintenance of a website - Presence on social networking websites
- **Sports** Football, judo, running, skiing and sailing
- **Traveling** 1 year in Denmark and 2 years in Poland - Journeys in USA, North Africa and Europe