

Sylvain Lember
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slembert@gmail.com
32 years old



Find me on the web:

CV: www.web-marketer.net
Weblog: www.webmarketing-com.com
Twitter: [@webmarketingcom](https://twitter.com/webmarketingcom)
Facebook: [/webmarketingcom](https://www.facebook.com/webmarketingcom)

On-line m@rketiing manager:

Let's develop your e-marketing strategy together...

.: Our collaboration .:

On-line marketing

Strategy: Development and implementation of an on-line communication plan, budget management, technological and business intelligence...

Acquisition: Search engine marketing expertise (SEO and SEM strategies coordination, bid-management...), affiliate marketing, display advertising, partnership negotiation, viral marketing, weblog and social media marketing.

Loyalty: Newsletter development, website animation and community management.

Monitoring: Web analytics, implementation of dashboards for tracking ROI and provider management.

Project management

Conducting market and feasibility research, drafting specifications, co-ordinating team projects and monitoring projects.

Web Technique

HTML, Dreamweaver, Photoshop, Fireworks, Sarbacane and notions of PHP.

Commercial

Offer & business development.

.: My professional experience .:

@ On-line marketing:

07/12 – ...

Webmarketing & co'm - Founder. On-line marketing agency specialized in inbound Marketing (Social Media, Search and Content Strategy). Publication of a weblog focuses on on-line marketing. Creation and management of a company (SARL), offer and business development, on-line communication project management. Management and motivation of a team of 90 volunteer editors.

Clients: Théâtres Parisiens Associés, EADS, LeCab, Bio'Om Cosmetics...

Agency: agence.webmarketing-com.com, Weblog: www.webmarketing-com.com

07/11 – 07/12

Ebuzzing group:

Ebuzzing - Facebook Acquisition Manager. Optimization of the Facebook acquisition process for Ebuzzing clients. Monitoring activities and returns on investment, providers management and monitoring tool development. In parallel, implementation of monetization's process on Facebook.

Campaigns: BBC, Microsoft, Vodafone, Fiat, Colgate, Schweppes...

OverBlog - SEM Manager. 1st blogging platform in France part of Ebuzzing group. Managing campaigns for bloggers recruitment via search marketing, affiliate marketing and other on-line marketing channels. Traffic generation and monetization of the content on demand for OverBlog's and TF1's websites. Managing SEM campaigns for specific TF1's events (TV show...).

01/07 – 06/11

ASSU 2000 / Euro-Assurance - On-line Marketing Manager. On-line marketing strategy: SEO, SEM, affiliate marketing, display advertising, community marketing, newsletters, partnerships, and management of providers. Implementation of Dashboard for tracking ROI. Management of an on-line marketer in charge of partnership.

12/04 – 01/07

CVFM, on-line marketing agency - Search Engine Marketing Project Manager. Implementation of SEO and SEM campaigns for clients such as: Nestlé, Cité des Sciences, Jettours, Skyteam...

03/04 – 10/04

LCL, Online Bank Marketing (training). Updating website and creation of an Intranet.

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:: My qualifications ::

2011	Google Analytics Accreditation.
2006	Google Advertising Professional Accreditation.
2004	Certificate of Webmarketer allying marketing and web technical knowledge, level Mastery with First Class grade. IFOCOP Rungis.
2001	DUT Business Administration and Management. Fontainebleau IUT.

:: Further information ::

Languages	French: Native language. English: Independent user vantage level, TOEIC taken in February 2011, results: 935/990. Since 2008 until present, improvement via home courses. 2010 / 2011: 3 weeks immersion course in Business English at EF Corporate in Cambridge.
Areas of interest	Internet and new technology, cinema, travel, sport.

:: References ::

Julien Ramanetto, CEO at OverBlog: "Sylvain has quickly implemented an optimization strategy for our European search marketing campaigns. After just two months, the campaigns reached the profitability target set despite their complexity (5 languages, millions of keywords...). He has also effectively managed campaigns for our partner TF1 and proposed many ideas for the acquisition of new bloggers for our blog platform..." **Following on request**

Colette Lessage, On-line marketer at ASSU 2000: "Sylvain continuously finds ways and means to take advantage of new technologies. As a methodical and passionate person, he has a strong work capacity. Moreover he manages to excel in many projects in this company and beyond. It's a pleasure to work with him as he is result-oriented and listening to others." [Linkedin](#).

David Cohen, Business Unit Manager at CVFM: "The good seo projects of Sylvain Lambert were always supported by regular reports which give him an excellent client contact. He has well managed a big SEM budget for a demanding client. Finally, we have explored together RSS uses near 2005/2006, while they were at their beginnings." [Linkedin](#).

Lilian Mahoukou, Community & Relationships Executive at 1000heads: "Sylvain is a global SEM specialist with an advanced knowledge and practice of digital media buying, SEO and partnering/sponsoring. He's open-minded, a great listener and has a real passion for web marketing, and discovering new practices while maximizing ROI." [Linkedin](#).

Other references are available upon request and on LinkedIn.

:: The Website I manage ::

Webmarketing & co'm: Creation of an on-line marketing site in 2006. Editorial animation, partnership development, monetization, recruitment and motivation of new contributors, event organization, as well as freelance activity in the on-line marketing field. **Link:** www.webmarketing-com.com.

