

Sylvain Lember
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30 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@rketing manager :

Let's achieve your Internet projects together...

.: Our collaboration .:

On-line marketing

Strategy: Development and implementation of an on-line communication plan, budget management, technological and business intelligence (monitoring new technologies)...

Acquisition: Search engine marketing expertise (SEO and SEM strategies coordination, bid-management...), affiliate marketing (implementation of an affiliate program, recruitment and motivation of members...), display advertising, partnership negotiation, viral marketing, weblog marketing and communication via social medias.

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, specifications drafting, co-ordinating a team around a project and monitoring projects.

Web Technique

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

.: My professional experience .:

@ **On-line marketing:**

Present...

07/2011 - ...

SEM Manager, OverBlog. Campaigns management for bloggers recruitment via search marketing, affiliate marketing and other on-line marketing channels. Traffic generation and monetization of the content on demand of OverBlog's websites (FR, UK, DE, IT and ES) and TF1's websites (tf1.fr, plurielles.fr...). SEM campaigns management for some specific TF1's events (Baby Boom TV show...).

Facebook Media Specialist, Ebuzzing. Optimization of the Facebook acquisition process for Ebuzzing clients. Monitoring of the campaigns' return on investment and providers management. In parallel, implementation of monetization's process on Facebook.

10/2006 - ...

Webmarketing & co'm. Animation of a weblog, partnership development, monetization, recruitment and motivation of new contributors, event organization (meetup). In parallel, freelance activity in search engine marketing field.

Previously...

01/2007 – 06/2011

On-line marketing manager, ASSU 2000 (France and Spain) / Euro-Assurance. On-line marketing strategy: SEO, SEM, affiliate marketing, display advertising, community marketing, newsletters, partnerships, technological and business intelligence. Implementation of Dashboard for tracking ROI, provider management. Management of an on-line marketer in charge of partnership.

12/2004 – 01/2007

Search engine marketing project manager, CVFM on-line marketing agency. Implementation of SEO and SEM campaigns for clients such as: Nestlé, Cité des Sciences, Jettours, Skyteam...

03/2004 – 10/2004

Online bank Marketing, LCL, update of website and creation of an Intranet.

@ **Sale of financial products and services, reception and consulting:**

01/2002 – 10/2003

In charge of client reception for different banks: LCL, Société Générale, CIC...

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:: My qualifications ::

- 2011** **Google Analytics Accreditation.** Giving an overview of the capacity to analyze data from audience analyze tool Google Analytics.
- 2010/2011** **Business English course EF corporate.** 3 weeks immersion course in Business English at EF Corporate in Cambridge.
- 2006** **Google Advertising Professional Accreditation.** Giving an overview of the capacity to manage campaigns of sponsored Google Adwords links.
- 2004** **IFOCOP Rungis, Certificate of Webmarketer** allying marketing and technical knowledge web, level Mastery with First Class grade.
- 2001** **DUT Gestion des Entreprises et des Administrations, Fontainebleau IUT.**

:: Further information ::

Languages

French: Native language.

English: Independent user vantage level, TOEIC taken in February 2011, results: 935/990 (listening: 460, reading: 475; www.uk.toeic.eu to benchmark the score). TOEIC score corresponding to B2 European CEFR level. Since 2008 until present, improvement via home courses. January 2010 & February 2011: 3 weeks immersion course in Business English at EF Corporate in Cambridge.

German: School level.

Online articles

www.webmarketing-com.com: Writing weblog for on-line marketing intelligence.

Areas of interest

Internet and new technologies, cinema, travel, sport.

:: References ::

Raphael Richard, Founder at CVFM: "Sylvain is a reliable professional investing time in any job he does. He is result oriented, assume responsibilities and a good listener. Inside a team, he contributes to shared goals and "does the job". Excellent coworker at CVFM." [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.

:: The Websites on which I work ::



www.over-blog.com



www.webmarketing-com.com