

**Sylvain Lember**  
118 Grande Rue Charles de Gaulle  
94130 Nogent-Sur-Marne - France  
+336.50.52.61.27  
+339.51.43.19.81  
[slembert@gmail.com](mailto:slembert@gmail.com)  
28 years old



#### Find me on the web:

CV: [www.web-marketer.net](http://www.web-marketer.net)  
Weblog: [www.webmarketing-com.com](http://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, technological and business intelligence (monitoring new technologies)...

**Acquisition:** Search engine marketing expertise (SEO and SEM strategies coordination, bid-management...), good knowledge of affiliate marketing (implementation of an affiliate program, recruitment and motivation of members...), display advertising, viral marketing, weblog marketing and communication via web 2.0 services...

**Loyalty:** Newsletter development, website animation...

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

#### **Project management**

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

#### **Web Technique**

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

### .: My professional experience .:

#### @ On-line marketing:

##### **Present...**

**01/2007 - ...**

**On-line marketing manager, ASSU 2000 (France and Spain) / Euro-Assurance.** On-line marketing strategy: SEO, SEM, affiliate marketing, display advertising, viral marketing, newsletters, on-line communication, partnerships, technological and business intelligence. Implementation of Dashboard for tracking ROI, provider management...

**04/2008 - ...**

**Freelance:** Search engine marketing project manager: Implementation, followed by search engine marketing projects (semantic audit, website optimisation, linking campaigns).

**10/2006 - ...**

**Webmarketing & co'm:** writing a weblog for on-line marketing intelligence, partnership development, monetization, recruitment and motivation of new contributors.

##### **Previously...**

**12/2004 – 01/2007**

**Search engine marketing project manager,** CVFM on-line marketing agency, Paris. 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...

### .: My qualifications .:

**2010**

**Business English course EF corporate:** 2 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 II (License / Mastery) with First Class grade.

**2001**

**DUT Gestion des Entreprises et des Administrations,** Fontainebleau (France) IUT.

**Sylvain Lember**  
118 Grande Rue Charles de Gaulle  
94130 Nogent-Sur-Marne - France  
+336.50.52.61.27  
+339.51.43.19.81  
[slembert@gmail.com](mailto:slembert@gmail.com)  
28 years old

**Find me on the web:**

CV: [www.web-marketer.net](http://www.web-marketer.net)  
Weblog: [www.webmarketing-com.com](http://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...

**.: Further information .:**

**Languages**

**French :** native language.

**English:** Independent user vantage level, TOEIC taken in January 2010, results: 870/990 (listening: 430, reading: 440; [www.uk.toeic.eu](http://www.uk.toeic.eu) to benchmark the score). TOEIC score corresponding to B2 European CEFR level. Since 2008 until present, improvement via telephone, Internet and home courses. January 2010: 2 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.

**www.marketing-etudiant.fr:** writing for the website « Marketing Etudiant »: Intervention in the field of Search Engine Marketing.

**www.accessoweb.com:** writing for the weblog « AccessOWeb »: Intervention in the field of Search Marketing and web 2.0.

**Areas of interest**

Internet and new technologies, cinema, travel, sport.

**.: The Web sites on which I work .:**



[www.euro-assurance.com](http://www.euro-assurance.com)



[www.assu2000.fr](http://www.assu2000.fr)



[www.permisdesassurer.com](http://www.permisdesassurer.com)



[www.webmarketing-com.com](http://www.webmarketing-com.com)