

Sylvain Lember
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29 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, 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 Mastery with First Class grade.

2001

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

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:: 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 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



www.assu2000.fr



www.permisdesassurer.com



www.webmarketing-com.com