

Emmanuelle Petit

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Online Marketing Manager

Experience

- January 2010 -> Web Product Manager at [ViaMichelin](#)**
- Feb. -> August 09 Online Marketing Manager at [Netfective Technology](#)**
(French independent software vendor)
- Responsible for the company's 3 internet multilingual websites (Oversaw creation of corporate web content, design and development of new functionalities).
 - Increased brand awareness through all online channels (SEM, SEO, online advertising, emailing campaigns).
 - Conducted web analytics for identifying opportunities to increase website efficiencies.
 - Managed additional marketing projects (offline advertising campaigns, press releases).
- June -> Dec. 08 eMarketing Consultant at [Reed Midem](#)**
(Global leader in the organization of international professional markets)
- Responsible for managing Reed Midem real estate websites, including co-ordination, planning, publishing, maintenance and content accessibility - with a focus on enhancing the overall customer experience.
 - Developed, implemented and managed a series of highly targeted e-mail & e-newsletter campaigns. Implemented and tested initiatives to increase e-mail open / click rates. Established campaign tracking systems and report campaign performance.
- July -> Dec. 07 Online Marketing Manager at [TELE2 Mobile France](#)**
(French mobile virtual network operator leader)
- Responsible for driving online marketing strategies and online sales (promoting TELE2 Mobile offerings through their website & mini-sites, e-mailing campaigns, affiliation programs, online advertising, and Search Engine Marketing).
 - Analyzed online traffic and purchasing patterns and made recommendations for offerings, pricing and content changes to improve channel performance.
 - Managed online marketing budget, including continuous improvement of ROI. Reported on traffic, sales and response of all online media channels.
 - Managed the on-going development and maintenance of the company website and mini-sites as well as external suppliers.
- Dec. 03 -> July 07 [Oracle France](#)**
(World leader in software solutions)
- January 06 – July 07 EMEA Event Manager**
- Participated in organizing an EMEA positioned event road show, in 7 cities, targeting over 5,000 Oracle partners & prospect partners in 43 EMEA countries.
 - Defined & prepared guidelines and operational procedures to be rolled out in EMEA organizing countries. Provided consultancy to countries until event launch.
 - Managed external suppliers, liaised with sponsors, organized overall onsite logistics.
 - Prepared agendas, invited speakers.
 - Developed summary reports and statistical analysis for all activities completed.
- Dec. 03 – July 05 EMEA Web Project Manager**
- Produced project documentation (project brief, scoping documents, functional & timescales technical specification, look & feel, navigation and ergonomics).
 - Construction, integration of the OPN Competency Center (e-learning portal on the Oracle PartnerNetwork).
 - Content management, development of functionalities, testing.
 - Localization into French, Italian, German, Dutch & Spanish and implementation on local Oracle PartnerNetwork websites.
 - Web traffic analysis.
 - Assisted in producing marketing & communication material (newsletters, brochures).
 - Participated in various operational marketing activities.

- Oct. 01 – Sept. 03** **Junior Web Project Manager** at [Wrensoft](#) (*Web agency*) - Sydney, AUSTRALIA
- Responsible for the day to day running of multiple web projects: business analysis, requirement gathering, ensuring that budgets were met and communicating with clients throughout the delivery process.
 - Web design, development and maintenance.
 - Translation of websites & software from English into French.
- Feb. 98 - June 01** **Export Coordinator** at Pacific Market Development - Sydney, AUSTRALIA (*Australian purchasing agent for supermarkets located in New-Caledonia*)
- In charge of the Sydney office for a year.
 - Shipping export orders to New Caledonia.
- June 96 – Oct. 97** **Customer Support Representative** at [Gartner Group France](#) (*IT Consulting Company*)
- Helped consumers solve their product related issues.
- March – Dec. 95** **Assistant Product Manager** at [Alcatel Lucent Australia](#) - Sydney, AUSTRALIA (*Global leader in telecommunication services*)
- Documented a detailed comparative study of various broadband product features and functionalities for the product manager.

Education

- Dec. 2005** “Web Consultant - Project Manager” course at [ORT France](#).
- June 2001 – June 2003** Diploma in “Website Production and Management” at the [Southern Sydney Institute of Technology](#) Sydney, AUSTRALIA.
- April 2001** Developer / Designer CIW (Certified Internet Webmaster) certificate from the “[Skill Master](#)” Institute of Technology - Sydney, AUSTRALIA.
- 1999** Accreditation as a Translator between English and French by “[NAATI](#)” (National Accreditation Authority for Translators and Interpreters) - Sydney, AUSTRALIA
- 1994** Master’s degree in Business and Foreign Languages at [Paris XIII University](#).

Skills

E-marketing

- Online marketing strategy, online sales development, customer acquisition
- Online advertising (banner ads, online newsletters, email-based direct advertising)
- Search engine optimization & Search engine marketing
- Detailed reporting of advertising effectiveness & web trends
- Ownership of web marketing budget
- E-brand development, market research

Project management

- Web team and project functional management
- Website usability and testing
- Design specifications (features, functionalities, navigation, ergonomoy)
- Production, development
- Website localization management

Software knowledge

- Programming languages: HTML, XHTML, JavaScript, CSS. Basic XML and PHP.
- Web publishing: Dreamweaver, Contribute, FrontPage.
- Content Management Systems: Oracle 9i Portal, RedDot, EPiServer, Tribiq
- Graphic design / animation: Photoshop, PaintShop Pro, Fireworks, Flash.
- Web analytics: eStat, Nedstat, Google Analytics
- Operating system: Microsoft Windows NT, 98, 2000, XP, Vista
- Office software: Word, Excel, PowerPoint, Access, Microsoft Project

Languages

- **English**: bilingual
- **French**: mother tongue
- **Spanish**: spoken and written