

Florian MARLIN

Personal Details

Born 22/05/1984 (33 years old) – France
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Overview

E-commerce Manager

*E-commerce Expert in B2C websites: UX & conversion rate improvement, profitable traffic acquisition.
10 years of experience, managing people and agencies. Attention to detail, customer focused.
Looking for a complete position in an ambitious company.*

- E-commerce management:

8 years exp. / Industries: Retail, Healthcare, Office supplies, Travel...

- PPC campaigns / SEO:

Agencies managed for the last 5 years / Google AdWords Certified / On-site optimization best practices / Off-site (net linking) and content management mainly through agencies.

- Mobile apps management:

3 years exp. / Project management / Building and launching apps / Mobile advertising campaigns.

- Web Analytics and KPIs: 6 years exp. on Google Analytics. Multi-touch attribution models.

- Lead Generation: 2 years of exp. (B2B and B2C)

- Agencies management: 6 years exp. (PPC, SEO, affiliates, display, feeds management, PR)

Work experience

Since Oct. 15

Medela UK (medela.co.uk) – Manchester, UK

UK E-commerce Manager

Position:

- Handling the websites of the Medela UK branch: medela.co.uk, medela-rental.co.uk.
- Project Manager for the new B2C E-commerce website: Conception, specifications, testing, launch.
- Improvement and UK adaptation of the Medela Mobile App.
- Advertising campaigns for E-commerce website, Rental website and Medela Mobile app: SEO, PPC, Google Shopping, Retargeting, Display, Social Media, PR.
- Full redesign of the Rental website (Wordpress/Custom CMS) with the target to improve SEO.
- Content management of the corporate website (Magnolia CMS).
- Web analytics strategy (Google Universal Analytics, Google Tag Manager).

Key achievements:

- First E-commerce Website for the brand to be launched in October 2016.
- Rental Website: Conversion rate increased by 25% with improved User Experience.

July 14 to May 15

LED Hut (ledhut.fr) – Manchester, UK

E-commerce / Marketing Manager

Position:

- Marketing Manager of the websites ledhut.fr (retail) and pro.ledhut.fr (trade).
- B2C and B2B Business development: Turnover and Margin objectives.
- Coordinating employees: French Client Service and Trade Account Management.
- Ergonomic improvement of the websites to enhance conversion rate (Magento).
- Traffic Management: PPC, SEO, Shopping sites, Emailing, Performance Marketing, and Display.
- Web analytics strategy (Google Universal Analytics, Google Tag Manager).
- Offline communication: Magazine advertising, Press relations.

Key achievements:

- Conversion rate and turnover multiplied by 2.
- Traffic ROI increased by 50%.

March 12 to May 14 **Sofactory** (*sofactory.fr*) – Paris, France
Head of Digital Marketing

Position:

- Project management: Onsite search engine, Loyalty program, Filters in category pages, AB testing...
- Online merchandising for *sofactory.fr*.
- Traffic Management strategy: PPC, SEO, Shopping sites, Emailing, Affiliates, Display and SMO.
- CRM & Web analytics Strategy (Google Analytics).
- Ergonomic innovations / Experimentations in order to enhance customer experience.
- Management of a 3 persons' team (1 traffic manager hired).
- Offline communication: Metro display, Radio campaign.

Key achievements:

- Conversion rate multiplied by 4. Successful implementation of strategic functionalities.
- Launched successfully the Market places and the Shopping sites, and Emailing strategy.

Aug. 11 to Feb.12 **K par K** (*Saint Gobain Group - kpark.fr*) – Paris, France
Web Manager

Position:

- Development and implementation of the global web strategy for the website (lead generation).
- Ergonomic evolution of the website, strategic and operational management of PPC, SEO, Performance, Display, Emailing, Social Media, Web Marketing, 3rd party agencies.

July 08 to April 11 **Bruneau** (*3 Suisses International Group – bruneau.fr*) – Paris, France
Traffic Manager

Position:

- Global web marketing strategy: Management of PPC, SEO, Price comparison websites, and other sources of traffic (Emailing/e-CRM, Affiliation/Performance Marketing, Buzz Marketing, Community Management Facebook & Twitter...)
- Project Management: Main site's new version, iPhone App, New websites, Contests...
- Full management of a co-worker.

Sept. 07 to July 08 **Nextedia** (*nextedia.com*) – Paris, France
PPC Consultant

- Global investment of clients managed: 4 M€/year,

Oct. 06 to Aug. 07 **Yahoo! Search Marketing** (*Yahoo! France – yahoo.fr*) – Paris, France
PPC Junior Account Manager

Education

2005/2007 **Postgraduate specialization** in « E-business Project Management »
(*Master degree with honors*) at the University of Lille - France

2004/2005 **Bachelor degree** in « Retail Management »
(*License degree with honors*) at the University of Lille - France

2002/2004 **Second year vocational diploma** in « Business techniques » (*DUT degree with honors*)

Languages & Special Skills

French Native

English Fluent

E-commerce Magento, Wordpress/Woocommerce, Magnolia

Advertising Google Advertising Professionals Certified (Google Partners): **96%**

Web Analytics Google Analytics, Eulerian Analytics, AT Internet (Xiti), Adjust (mobile).

Computing Proficiency in Microsoft Office, Adobe Photoshop basis & HTML language basis knowledge

Interests & Activities

Internet, Web Marketing, Anglo-Saxon culture, Travels, Sports, Author of two French books about PPC (Last version published in April 2014: bit.ly/SEAGuide), Teacher of WebMarketing Strategies, Speaker in French and International conferences about PPC.

References available upon request