

Personal Details

Born 22/05/1984 – France
Address: Greater Manchester, UK

E-Mail: florian@florian-marlin.info
UK Mobile phone: +44 (0)7477 143 153
Linkedin: [linkedin.com/in/florianmarlin](https://www.linkedin.com/in/florianmarlin)

Work experience

Since July 14 (current) **LED Hut** (*ledhut.fr*) – Manchester, UK

French E-commerce and Marketing Manager

Position:

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

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

E-commerce / Marketing Manager

Position:

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

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).
- Responsible of the global evolution of the website (ergonomic evolution, functionalities...)
- Strategic and operational management of SEM, SEO, Performance, Display, Emailing...
- Brand communication strategy on the Web: Social Media (Facebook, Twitter), YouTube Channel, specific mini websites, Contests...
- Management of a Web Marketing strategist and plenty of external partners.
- Web analytics: Proficiency in Google Analytics & Eulerian Analytics.

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

Traffic Manager

Position:

- Development and implementation of the global web marketing strategy
- Strategic and operational management of every web marketing channels :
 - o SEM: Google AdWords (AdWords Editor proficiency), Bing Ads
 - o Price comparison websites (shopbots): Kelkoo, Shopping.com, LeGuide, Shopzilla...
 - o SEO: Analysis of the SEO strategy, recommendations and application of concrete actions in order to enhance the SEO (structural, editorial and netlinking).
 - o Handling 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...
- Strong collaboration with all parts of the company to improve user experience on the website: strong participation to the new version of the main website.
- Web analytics: Current use of Google Analytics and AT Internet (Xiti).
- Full management of a co-worker.

Sept. 10 to Aug. 11 **ESG/PPA Business School** (*PGSM group - pgs-sm-ppa.fr*) – Paris, France
E-business and Search Engine Advertising Professor
Part-time during my work at Bruneau

Sept. 07 to July 08 **Nextedia** (*Come&Stay Group – nextedia.com*) – Paris, France
Search Engine Marketing Consultant

Position:

- Strategic recommendations for clients accounts and prospects about Search Engine Marketing,
- Main clients managed: Virgin Mobile, Darty, Photobox, Leboncoin, Procter & Gamble, Universal Music... Global investment of clients managed : 4 M€/year,
- Management of the work schedule and customer relationship,
- Launching and management of sponsored links campaigns (SEM) on every advertising platform (Google AdWords, Yahoo! Search Marketing, Bing/MSN AdCenter, Kelkoo...),
- Operational account Management , follow-up and analysis of campaigns' efficiency,
- Recommendations about optimization of campaigns,
- Collaboration with Advertising platforms about the optimization of campaigns.
- Full management of an intern.

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

Missions:

- Account Management of diamond accounts,
- Main clients managed : Travel Accounts (E-dreams, Opodo, Expedia...) and Agency accounts,
- Search Marketing ad campaigns' management,
- Optimization of sponsored links campaigns (SEM),
- Realization and presentation of competitive analysis.

References available upon request

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 **Undergraduate Degree** in « Business techniques » *(with honors)* - France

Languages & Special Skills

French Native
English Fluent
Spanish Conversational

Advertising Google Advertising Professionals Certified (Google Partners): **92%** (Nov. 2013)
Web Analytics Google Analytics, AT Internet (Xiti), Eulerian Analytics.
Computing Proficiency in Microsoft Office, Adobe Photoshop basis & HTML language basis knowledge

Interests & Activities

Internet, Web Marketing, Anglo-Saxon culture, Video games, Travels, Collective sports,

- Author of two French books about SEM (Last version published in April 2014: Bit.ly/SEAGuide)
- Editor on a French collaborative blog about Web Marketing (Oseox.fr/blog & Florianmarlin.com)
- Author of a French tutorial about Sponsored Links (Oseox.fr/liens-sponsorises)