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## E-COMMERCE MERCHANDISING COORDINATOR

Dynamic, creative, quick learner, communicant & flexible

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### PROFESSIONAL EXPERIENCE

- **E-COMMERCE MERCHANDISER** Avanis, St Quentin en Y., France (April 10 - Present)  
Mountainbiking components online shop : [www.alltricks.fr](http://www.alltricks.fr)
    - **Establish the database** with more than 5000 references
    - **Develop marketing plans**, including the positioning and features/benefits strategy for the new website launch
    - **Play a key role** collaborating with programmers **to define essential components for the site functionalities**
    - **Support maintenance** of the new marketing materials and the landing pages, **Coordinate the customer service** and the Call assistance
    - **Daily Manage web content**, make product pictures and develop 360° view
    - **Plan, coordinate and merchandise newsletters** and draft online marketing copy
    - Closely **Collaborate with Web traffic and Sales Analyst** to maintain effective merchandising strategies
    - **Key Achievements** : Participate, and coordinate the expansion of the compagny (€2,5 million income for second fiscal year and become the # 2 biggest online shop on our market in France with more than 20 000 clients in all Europe)
  - **PROJECT MANAGER** Troisième Oeil Design Studio, Paris, France (May 09 - Dec. 09)  
Design Agency (Product, Interactive, 3D), Exclusive distributor in France & Spain for Montague USA, Folding bikes.
    - **Develop online shop with internal team of designers and external interface developers.**
    - **Establish sales forecasts and pricing strategy** to deliver on revenue and margin goals, negotiate with the US office
    - **Define and develop the distribution strategy.** Promote and sale to French local dealers
    - **Key Achievements** : 12 shops contracted within 3 months (Goal : 7), stock sell out : 82% (Goal : 50%)
  - **ACCOUNT MANAGER** We are 413\_C Studio, Paris, France (Jan. 09 - May 09)  
Paris based Graphic Design Studio (Identity, Webdesign, Print).
    - **Develop client portfolio by networking, calling.** Manage the respect of project budgets and deadlines.
    - **Key Achievements** : Start & develop the activity with a €44,000 turnover within 5 months.
  - **ASSISTANT PRODUCT MANAGER** Fujifilm, St Quentin en Y., Trainee, France (Sept. 07 - Dec. 08)  
Fujifilm is known as the world's largest photographic and imaging company.
    - **Daily Analysis and reporting on** competition, market position, product targets.
    - **Coordinate** webdesigner and programmers for a new website launch : identity, imagery, deadline.
    - **Conceived marketing & communications materials** : leaflets, catalogues, advertising for retail marketing.
    - **Create a Finepix Limited Edition camera** with French famous artist iLK for the 10th birthday of the brand.
    - **Key Achievements** : a media success and referencing in high-end stores (Publicis Drugstore, Citadium)  
**Product awarded as one of the Top 5 Finepix products of 2008 by Fujifilm headquarters.**
  - **MARKETING ASSISTANT** Ekobo Ecology & Design, Paris, Trainee, France (Sept. 06 - Aug. 07)  
Eco-friendly enterprise specialising in the design and manufacture of home accessories.
    - **Assist Brand Manager** to establish the marketing mix and develop a new range of products.
    - **Identify market opportunities** and evaluate manufacturing prices with suppliers in Vietnam.
    - **Key Achievements** : **Created a wide network of eco entrepreneurs and designers.**
  - **SALES ASSISTANT** Decathlon, Brétigny, France (Jun.00 - Jan.02); Andaska, Vélizy, France (Oct.02 - Jan.03)  
Manage stock and advise the customers in both climbing and mountaineering technical apparel.
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### EDUCATION

- . **Master of Science, Marketing & Business**, PGSM Business School, Paris, France (2008)  
Senior Thesis on The Sustainable Development in the Fashion Industry. (**Case study** : **Outdoor apparel companies**)
  - . **Licence** (equivalent to Bachelor of Science) **of Sports Management**, Université Paris XI, France (2004)  
Major in Sports Management, Minor in Climbing.
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### SKILLS & ACTIVITIES

- . **Computer skills** : Mac OS & Windows, MS Office, Adobe Photoshop, Databases & Accounting : Sage, Ciel.
- . **Language skills** : French : Mother language, English : Fluent (TOEIC : 815), Spanish : Good understanding
- . **Activities** : Photography and Sports (Climbing, Mountain Biking, Trail running, Hiking, Snowboarding).
- . **Exploring** : **Vietnam** : From North to South, photo report on social entrepreneurship and eco design.  
(**Sponsors** : **Eider, Tatonka, Silva, Canon**), **website** : <http://projetpousspouss.free.fr>  
**Peru** : Trek in Cordillera Huayhuash ; **USA** ( California National Parks); **Jordan** ; **Scandinavia**.