

Clément BASTIDE

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Date of birth: 07/07/1987
French
Common-law husband
Driving License



Digital Marketer

EDUCATION

2011: Master 2 Marketing et Technologies de l'Information et de la Communication (equivalent to MBA in Marketing & ICT) at the [IAE of Montpellier](#) (Institute of Business Administration).

- Jan. 2010 – May 2010: Erasmus student at [Waterford Institute of Technology](#) (Ireland).

2009: Licence Management Technico Commercial (equivalent to BA in Business) at the IAE of Montpellier.

2008: DUT Informatique (equivalent to HND in Computer Science) at the [IUT of Montpellier](#) (Technological University).

- Feb. 2008 – May 2008: Erasmus student at [University of Central Lancashire](#) (England).
- Sep. 2007 – Feb. 2008: Vice President of student's association.

2005: Baccalauréat Scientifique (equivalent to GCSE A LEVELS in General and Science Subjects).

English: professional knowledge

French: mother tongue

Spanish: basic knowledge

Computer skills: Google Analytics, WebTrends, Google Adwords, SPSS, Microsoft Office, Adobe Photoshop.

Web languages: HTML, CSS, PHP, SQL.

WORK EXPERIENCE

Junior Web Coordinator at [Ernst & Young Luxembourg](#) (Jan. 2012 – Jul. 2012 – 7 months)

- In charge of the day to day maintenance on the firm's internet site.
- Proactively ensure highest levels of usage of the Internet sites by working closely with associates in the firm.
- Keep and improve the attractiveness of the different sections of the website.
- Analyse the visits of the website, visitor's interest and expectation with Web Trends tool.
- Analyse social media trends and develop quantitative reports.

Digital Marketing Manager EMEA Assistant at [Ubisoft](#) (Mar. 2011 – Aug. 2011 – 6 months)

- Manage Digital Marketing Projects (websites, newsletters, webkit, games, viral marketing operations).
- Coordinate actions on social media and video platforms (Facebook, Twitter, Youtube...).
- Online community activity analysis: development of quantitative and qualitative reports on the visibility and perception of brands on the Web, and recommendations for actions accordingly.
- Coordinate implementation of the digital strategy with subsidiaries and performance analysis of local campaigns.
- Recommendations on SEO and Search Marketing.
- Ad hoc support to the Digital Marketing team.

Traffic Manager Consultant at [OriBase Pharma](#) (Dec. 2010 – Feb. 2011 – 3 months – 1 day/week)

Traffic sources analysis, recommendations on SEO, Google Adwords campaigns & social media.

Marketing & Communication Assistant at [Sauramps Librairie](#) (May 2009 – Aug. 2009, Jul. 2010 – Sep. 2010 – 6 months)

- CRM: Launch of a new loyalty program, customers database analysis, satisfaction survey and recommendations on commercial levers to implement.
- Web Marketing: Work on the taxonomy and design of the future website, analyse the traffic with Google Analytics and give recommendations on SEO, develop Social Media strategy: identification of potential partners (blogs) to a net linking strategy, community management on Facebook, blog's creation, recommendations...
- Events: organize and communicate on events.
- Direct Marketing: develop the student market (search of key players, events communication...).

Web Programmer at [ChiCI](#) (Feb. 2008 – May 2008 – 3 months)

Program a dynamic website. Erasmus in England.

INTERESTS AND LEISURE ACTIVITIES

Draw & computer graphics: I was member of a painting club during 3 years and I learnt Photoshop as autodidact.

Martial arts: practice of ninjutsu at [Bujinkan Wakachiai Dojo](#).

New technology: read specialized websites and books to stay informed on the latest developments in the industry.

Traveling and cooking