

Romain ARTUS

Internet Marketing Consultant



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Age 29 year-old

SUMMARY Technology and commercial background skills in traditional market. Evolve professionally to digital market, specializing in ebusiness and Interactive marketing. Focus on analytics and ROI.

WORK HISTORY

Self employed	2008 – 2012	Consultant Marketing Online, Service-Technologie.com (2010)	France, U.K., U.A.E, Reunion.
	E-business	consultancy and management of Internet projects focused on ROI.	
	E-marketing	analytics, SEO, SEM, digital data management, conversion, web traffic and behavioral targeting.	
	Research/Analyze	audit, competitor analysis, cost optimisations, analytics systems and optimisation of work process.	
	Communication	communication strategy development, creative advertisement techniques, visual identity updates.	
	Teaching	training from basics to specific technology uses.	
	Networking	Security project management, remote control and maintenance of domains and workstations.	
	Recent customers	<i>Ada Location (Car Rental), Voussert.fr (leader in cleaning supplies), Ministry Of Foreign Affairs (France), Jordan Marquee (Wedding services, Jordan), Alamfa (Real Estate Holding, Dubai), Les Voyageurs (Hotel, France), SObeez (consignment shop, France), LeRoyal (entertainment, France).</i>	
Employee	2008, 3 months	NETWORK TELEX INTERNATIONAL, telecommunication – work experience	Dubai (UAE)
	Sales	financial analyze, marketing offers, telesales, negotiation, trade reports & customer services.	
	2007, 6 months	Language experiences in London	London (GB)
	Language	various jobs in catering, hotel and IT teaching.	
	2004 - 2007	BOULANGER SA, multimedia retailer chain - sales person	Rezé (FR)
	Products/Services Management	sales of new technology products and services, focus on insurances/warranties (1 st place) (department management) analysis and optimization of sale place, store design for marketing events	
	Advertising	creation of corporate advertisements with bundle offer innovations.	
	Negotiation/sales	application of the marketing policy of the corporate identity as well as sales negotiation techniques.	
	Customer service	follow-up with the customer: additional sales/services, warranty issues and handling of complains.	
	2003, 5 weeks	FNAC, trading cultural & multimedia product - trainee	Nantes (FR)
Sales	team working in IT department - consultancy and sales - marketing offers.		
2003, 8 weeks	ZURICH, insurance company - trainee	St Herblain (FR)	
Telemarketing	prospection, telesales technique, database management, mail shot and results analysis.		
2003, 4 weeks	LECLERC PARIDIS, Shopping mall - trainee	Paridis (FR)	
B2B Marketing	sales of the sites in shopping mall, sourced new businesses, database management.		
2002, 6 weeks	TEL AND COM, mobile phone retailer - trainee	Nantes Atlantis (FR)	
Sales	consultancy and sales, focus on value-added services, setup mobile contract.		

EDUCATION

2007/2009	International Business Management	Obtained	Master (<i>MSc</i>)	Huddersfield University (UK)
2007/2008	International Business Management	Obtained	Master preparation	E.N.S.E.C (FR)
2002/2004	Professional abilities	Obtained	C.P.E (<i>Professional certificate</i>)	R.IS.E Business School (FR)
2002/2004	Commercial and marketing	Obtained	BTS (<i>Higher National Diploma</i>)	R.IS.E Business School (FR)
2001/2002	Computing and management	Obtained	Baccalauréat (" <i>A</i> " Level)	La Joliverie (FR)

ADDITIONAL INFORMATION

▪ LANGUAGES

English: good level

French: mother tongue

Spanish: basic

▪ IT SKILLS

Domains e-marketing, graphic design, website development, network, Internet, data management.
Software dreamweaver, photoshop, mindmanager, video studio, office applications.
Hardware technical assembly and repairs for over 10 years.

▪ PERSONAL INTERESTS

Hobbies new technology, smart home system, real-estate, design & interior decoration and garden pond.
Sports squash, mountain biking, sailing, running, hiking.
Travels cultural and professional experiences through Europe, Middle East, Asia and Indian Ocean.

▪ EXTRA

Awards gained winner of the national business application contest 2003 (R.I.S.E., network of 20 Schools)
first-exequo of the national website contest 2004 (R.I.S.E.)

Association Elan: (adapted sport), in charge of communication for the first French championship (2003).

Certifications EPI (fire management in enterprise)
PADI open water (diving licence)
Pleasure Craft Operator (Boat licence)

REFERENCES

NETWORK TELEX INTERNATIONAL

www.networktelex.com

Oriental House
Khalid Bin Al Walid Road
Bur Dubai
U.A.E.

Mr Riaan Francois Venter (Sales manager)

Contact details: *On request*

BOULANGER

www.boulangier.fr

Commercial centre
44 400 Reze
France

Mr Sylvain HARDIVILLIER (Director)

Contact details: *On request*

RISE BUSINESS SCHOOL

www.risefrance.com

12 rue Beau Soleil
44 000 Nantes
France

Mrs Isabelle GOBBO (School director)

Contact details: *On request*

Please, feel free to ask recommendation letters, diplomas as well as further references

www.romainartus.com

