



NATHAN LEROUX

*#DigitalDriven & #DataMinded
English & French native speaker*

CONTACT

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CERTIFICATES

- Agile PM Practitioner - April 2019
- Google Analytics IQ - Jan 2019
- Google TM Fundamentals - Feb 2019
- HubSpot Inbound Marketing
- European Driving licence

KNOW-HOW

- WordPress / Woocommerce
- Google Analytics 360
- Google Data Studio
- Adobe PSD/PPROJ
- HTML - CSS
- Office 365

SOFT SKILLS

Passionate, Creative, Team Player
Communicator, Multidisciplinary

LANGUAGES

- English – Native
- French – Native
- Spanish – Fluent

EDUCATION

- Masters in Marketing Data & E-commerce - Skema Business School, Lille – 2018/19
- Bachelor in Business Administration, Digital Marketing - INSEEC, Lyon - 2014/18
- Marketing Accelerated Certificate Program - University of California, Irvine - 2017
- French economics Baccalauréat - Lycée Mongré, Villefranche S/S - 2014

EXPERIENCE

DIGITAL & CRM PROJECT MANAGER ASSISTANT

Danone, Limonest, France | January 2018 - August 2019

Work on large scale digital projects & website management. Digital agency coordination.

- **New bledina.com project** - Mobile first and SEO friendly website
- **SEM** - Paid & organic search strategy (+145% organic traffic in 1 year)
- **Web Analytics** - Google Analytics & Data Studio dashboarding project,
- **Digital Brand Content management** - Over 1000 baby food recipes (+200% traffic in 1 year)
- **Customer loyalty program management** - Partner development, couponing platform
- **CRM Emailing & SMS** - New mobile first templating & content (+2pts open & clic rate)
- **Pinterest Content management** - launch of Pinterest account & content strategy

BUSINESS DEVELOPER

ViniTIC SAS, Chalon-sur-Saone, France | January 2017 - March 2017

In charge of launching the ViniTIC product : an application designed for winemakers to communicate more efficiently on the internet. **Establishing and launching prospecting and marketing strategy, press relations, community management.**

CUSTOMER SERVICE COUNTRY ASSISTANT MANAGER

Bilua E-commerce, Barcelona, Spain | January 2017 - March 2017

Spanish online retailer.

In charge of customer service for the British and Eastern European markets.

FREELANCE DIGITAL CONSULTING

Freelance | 2012 - Present

Coordinating projects for small companies in the need of new digital tools, tips and techniques. **WordPress websites, E-commerce website, SEO optimization, Social Networks, Online Presence...**