

Annabelle Déon | Digital Marketing

Cardiff

Professional Profile

Digital marketing professional with 5 years of experience in a French web agency, I am able to work with a wide range of clients across variety of digital marketing tools including website management, PPC & emailing, social media, SEO, Google Analytics. I also have experience in conducting training courses. I have a Bachelor in Business & Management.

Native from France, I can manage French & English contents.

Since 2013, I am also a ski instructor in the Alps which requires good communication skills.

Core Skills

- Digital Marketing Strategy
- PPC Campaign Management (Google Ads, Facebook, Twitter, LinkedIn)
- Email Marketing (Mailchimp)
- Web Analytics
- Search Engine Optimization (SEO)
- Social Media Marketing
- Wordpress
- Client and Project Management
- Coaching/Training

Work Experience

DIGITAL MARKETING TRAINER | RH Solutions (portage company) | July 2020

Remote work

Keys Responsibilities of the mission

- Developing new training courses based on client requirements: SEO, Google Analytics, LinkedIn
- Conducts immersive, three-days long digital marketing training courses
- Maintained attendance sheets and performed evaluations
- Client follow-up

DIGITAL MARKETER SPECIALIST | Alcimia | Feb 2013 to Sept 2018

Chambéry (France)

Reporting to the director, I created and implemented online marketing strategies for **different clients**, mostly in tourism business (ski resorts, hotels, restaurants...). I drove many projects including the **creation of websites with Wordpress** and **full online marketing campaigns** (SEA, SMO). I also have several **Google certifications**.

Key Responsibilities

- Market research on competitors (keywords, social media, ads) & drawing up marketing strategies
- Manage Digital Marketing Strategy that implies:
 - Creation or redesign of websites with Wordpress
 - Increasing visibility of a company thanks to Search Engine Marketing (SEM)
 - Optimising websites and digital properties (SEO, additional content)
 - Creation, monitoring and reports on each campaign (performance, budget)
 - Animation of Facebook, Twitter, Google+ & LinkedIn pages
 - Delivering digital media analytics and activity reports with Google Analytics

- Professional training/Coaching for clients about Google Ads, Wordpress interface & Social Media Management

Other Work Experience

SKI INSTRUCTOR | École du Ski Français (ESF) | Since 2013 **Les 7 Laux & Val d'Isère (France)**

- Collective and individual lessons for children and adults
- Customer retention
- International clients – requires an English communication
- Work as self-employed status in France (management of my own accountancy, administration, etc.)

Training

ASSISTANT TRAINING CONSULTANT | Groupe Formation Entreprise | July 2012 **Chambéry (France)**

- Updating of the commercial base with Microsoft Dynamics CRM
- Email Marketing Campaign
- Commercial prospection & follow-up call
- Customer appointment with a consultant

Education

- ➔ **Bachelor in Business and Management**, 2010-2013 – **EGC Chambéry**
- ➔ First year of **BA in languages** (English & Spanish), 2009-2010 – **Stendhal University**
- ➔ **French Baccalaureate** (A-Level equivalent), 2009 - **Stendhal**

Languages

- French (native)
- English (TOEIC: B2 level)
- Spanish (working knowledge)

IT Skills

- Google Certifications: Ads & Analytics + Google Digital Garage
- MS-Office: Word, Excel, Power Point
- Google Products: Gmail, Drive, Docs, Sheets, Slides, Forms
- Adobe Photoshop (basic), Pixlr Editor, Photofiltre
- Hootsuite, SEMrush, Screaming Frog, Ubersuggest

Interests

- Alpine Skiing – Competition for 15 years | Ski Instructor since 2013

- Travelling – North America, Europe, North Africa
- Web
- Cooking

References available on request
