

# Annabelle Déon | Digital Marketing Specialist

Cardiff, UK / Grenoble, France

## Professional Profile

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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 a variety of digital marketing tools including website management, PPC & emailing, social media, SEO, Google Analytics. I have a Bachelor's degree in Business & Management.

Living between France and the United Kingdom, I can manage both French & English content.

Since 2013, I have also been a ski instructor in Les 7 Laux (France), which requires excellent communication skills.

## Core Skills

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- 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

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### **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
- Conducting immersive, three-day-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 (ski resorts, hotels, restaurants...). I drove many projects including **creating Wordpress websites** and leading **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 on Google Ads, Wordpress interface & Social Media Management

## Other Work Experience

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### **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 – requiring English communication
- Work as self-employed status in France (management of my own accounts, administration, etc.)

## Training

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### **ASSISTANT TRAINING CONSULTANT | Groupe Formation Entreprise | July 2012**

#### **Chambéry (France)**

- Updating commercial base with Microsoft Dynamics CRM
- Email Marketing Campaign
- Commercial prospection & follow-up calls
- Customer appointments with consultants

## Education

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- 🎓 **Training: Adobe (Photoshop, InDesign & Illustrator) – 2021 – Comnicia**
- 🎓 **Training: Multichannel communication – 2021 - Comnicia**
- 🎓 **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

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

## IT Skills

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- 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
- Mailchimp, Hootsuite, SEMrush, Screaming Frog, Ubersuggest

## Interests

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- Alpine Skiing – Competition for 15 years – GUC Grenoble Ski | Ski Instructor since 2013
- Travelling – North America, Europe, North Africa
- Web
- Cooking

## References available on request

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