

Léonard RODRIGUEZ

French citizen
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Permis B



Subject: Project Manager, Web Marketing Consultant / E-business

Education

- 2008/2009** Master 2 in Web-Marketing at Leonard de Vinci School of Management. EMLV (Paris, France).
Project consulting for the NAC (website creation, search engine optimization)
- 2005/2008** Master 1 in Marketing & Brand Management at Leonard de Vinci School of Management, EMLV (Paris, France)
- 2006/2007** Licence in Marketing Communication, Erasmus: University of Malaga, Spain
- 2003/2004** Economic and social "Baccalauréat" (French A-level) with mathematics speciality at Lycée Sainte Geneviève (Asnières sur Seine, France)





Skills

IT Skills:

Office: Microsoft Word, PowerPoint, Excel, Outlook, Pack Office 2007.

Website creation and management: Dreamweaver, Notepad++, Filezilla. **Web analytics:** Google Analytics, Webalizer. **Design:** Photoshop, Fireworks, Illustrator, Corel Draw, Camstasia Studio, Gimp. **Search marketing:** Google (Adplanner, Analytics, Adwords, External Tool, Trends), SEO Elite 4, SEOquake, Adwords Editor, IE Tester, Alexa. **CMS:** Wordpress. **Data management:** Excel, Access, SPSS. **Languages:** HTML, CSS, PHP

Languages:

-  **French :** ***** Mother tongue
-  **English :** *** Good level (**TOEIC test 870/990**)
-  **Spanish :** **** Fluent (**EB1.3 diploma and Erasmus 2006-2007 in Malaga during 10 months**)
-  **Italian :** **** Fluent (Living in Italy since April 2009)

Experiences

- 2010**
- **January-today: Account Executive at Diennea MagNews** (Faenza, Italy)
 - *Projects:* e-mail marketing (Newsletters, DEM campaign, Triggering) and Search Marketing (SEO, SEM).
 - *Foreign market:* french and european market study, benchmark, Google Adwords prospecting campaign, creation of Landing Pages.
- 2009**
- **April-Dicember: Project Manager Junior at Diennea MagNews** (Faenza, Italy)
 - *Projects:* e-mail marketing projects: lead generation, branding campaign, loyalty campaign. Communication creation and optimization, webdesign, contests, survey, tuning.
 - **April-November: Creation of the website TuttiSconti.it.**
 - *Website:* Benchmark, creation, SEO, Affiliate Marketing, Lead Generation, Social activity.
- 2006**
- **February-June : Training course at The Phone House** (Suresnes, France)
 - Sale, Internal Communication and Marketing.
 - **August : Restaurant of Ableige's Golf** (Ableiges, France)
 - Service in restoration.
- 2002-2005**
- **Every year in August at Franck&Fils** (Paris, France)
 - Handling, Sale, Marketing and Merchandising.
- 2002**
- **June : Training course at ARMS** (Gennevilliers, France)
 - Deliveries, Technical and technological learning, IT of restoration.

Hobbies

Travels: Italia, Spain, England, Czech Republic, Finland. **Sports:** Basketball in club and university (initiator and responsible for SGA team 1999-2003). Tennis, running, swimming. **Culture:** Museum, music.

Others: Multimedia, cards game, internet, web-marketing.

- References on demand -