ALEXIS ROGER

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http://alexis-roger.com

Webmaster / Web project manager - Master Digital Marketing and E-Business

Education

Master in Digital Marketing and E-Business - ECITV (School of Internet and Television)
Paris, France - since October 2013 - Work/study training

Licence Pro. Activités et Techniques de Communication - University of technology in Meaux
Training in web, computer science, communication and project management - Meaux, France - September 2011 - September 2012 - Work/study training

► Professional essay on online piracy

DUT Services et Réseaux de Communication - CFA Descartes/Marne-la-Vallée
Training in web, computer science and communication - Champs-sur-Marne, France - August 2009 - August 2011 - Work/study training

BTS Comptabilité et Gestion des Organisations - Lycée Ambroise Paré
Advanced vocational training certificate in accountancy and comany management - Laval, France - Septembre 2006 - Juin 2008

Baccalauréat ES - spécialité anglais - Lycée Privé d'Avesnières
Laval - September 2003 - September 2006

Work experiences

Web project manager - *Orange* (telecommunications)
Paris, France - since September 2014

► While preparing a Master's degree, I joined Orange as a Web project manager, a position that allowed me to take part in or take charge of various projects, from website reworkings to CMS user training. I really enjoyed being a translator of sorts between editorial and technical departments.

Community Manager - *PatientsWorld* (eHealth website)
Paris, France - from September 2013 to September 2014

► I was in charge of managing the Facebook, Twitter and Google+ accounts, but above all, the communities that exists on the website. I also created contents (news, opinion polls, video posting, ...). My position also involved the search for new health partners (professionals and associations), the management of emailing campaigns, and the training of MDs for a clinical study.

Public relations manager - *Eurekapps* (mobile apps development)
Le Mans, France - from May to June 2013

► I worked for two months promoting Eurekapps' new iPad app Over2You. My job involved updating the website, creating and feeding a blog, managing the Twitter account and the Facebook French fanpage. I had to contact a press agency in order to write and distribute a press release and an American app marketing agency to prepare the promotion on the US market. I also laid out the press file and some ebook covers.

Webmaster éditorial - *Orange cinéma séries* (TV channels)
Issy-les-Moulineaux, France - from September 2011 to September 2012

► I was in charge of making the website more attractive and informative, creating mock-ups to promote the release of upcoming movies and integrating them to the website, managing 17 Facebook fanpages, and creating banners and visuals aids for TV display.

Public and internal relations assistant - *EAO France SAS* (HMI industry)
Ozoir la Ferrière, France - from August 2009 to August 2011

► Two years working on online product listing, SEA, document translation and correction, advertisements, emailing campaigns, updating the website. I also had to organize the product documentation for both the clients and the salesmen, to develop tools to facilitate some of the latter's shared tasks, to furnish and decorate a new reception room to illustrate the company's identity and history, and finally to develop a team presentation website.

Skills

Marketing/Webmarketing/Communication
► Product positionning, SEA, SEO, emailings/newsletters (Mailchimp, Mailjet), community management, press releases, advertisements, marketing mix, market research.

Project management
► Drawing up specifications, setting schedule and costs, writing meeting minutes and progress reports.

Office Automation
► Microsoft Word, Excel, Access et Powerpoint (2003, 2007, 2010)

Web development
► HTML/CSS, PHP, MySQL, Javascript, CMS Wordpress, Drupal, Weblication, eZ Publish, Prestashop.
► Creation of my website from scratch (http://alexis-roger.com/old/en/).

Édition
► Adobe Photoshop, Illustrator, Flash, InDesign, Fireworks, Premiere, AfterEffects, Encore, Audition, Final Cut.

Administration réseau, virtualisation, systèmes d'exploitation
► Microsoft Server 2003, VMWare, VirtualBox, Windows XP, 7, 8, Mac OS X, Ubuntu/Kubuntu.

Languages
► Anglais (bilingue - TOEIC 985), Allemand (notions), Japonais (notions).

Interests and activities
► Reading, watching movies and TV series and playing videogames in their original version (mostly in English).
► Internet browsing, web technologies and computer hardware.
► Drum practice.
► Curious about mythology, etymology and science.
► Swimming and hiking.

My online profile

http://fr.viadeo.com/en/profile/alexis.roger8

http://fr.linkedin.com/in/alexisrog/en