

E-Marketing Manager (Internet and Mobile Marketing)

Laurent Blanc

Address:	<i>(full address on request)</i> F-75011 Paris	Nationality:	French
		Age:	34 years old, Born on the 11th July 1972
E-mail:	l.blanc [at] laurentblanc.com	Sex:	Male
		Marital status:	marital life
		Driver's licence:	yes
		Desired Industry:	Marketing / Advertising / Telecom
		Desired Job Location:	France
		Type of Position:	Full-Time Permanent
		Availability:	Immediately

Career Profile / Objective

Solid 8 years of professional experience in Mobile and Internet Marketing, new B2B environments, including products and market strategies.

Expertise / Added value

Team management	Global view of the company	Knowledge and view of the market
Understanding of negotiations	Persuasive force	Experience of large accounts
Creativity	Strategic planning	Business plan conception
Budget management	Production management	Design-Ergonomic sense
Dynamic and rigorous	Opportunity Identification	Market & sales analysis & reporting
Strategic market planning	Marketing Initiatives	Mobile and Internet Advertising Experience
Web Marketing	Telecom Marketing	Versatility technical-commercial-marketing
Sales	Social Networking	Public relations

Professional experience

March 2006 to October 2006 (6 months), France

COMPTOIRS DU MULTIMEDIA

Senior Consultant

Consulting & Rich Media Mobile Production, Wireless Platform Implementation

Specialising in e-Marketing (Mobile and Internet Services)

Collaborative Multi-media project.

Development, implementation and measurement of advertising campaigns on mobile and customer co-promotions (BNP Paribas).

Consulting mission for Havas Group : market positioning of Mobile Marketing companies.

Negotiation and signature with Orange Group of the contract of the advertising offer by SMS, MMS pictures and video.

Detection of new opportunities around the technology of the 2D codes for BNP Paribas.

December 2001 to February 2006 (5 years), France

ORANGE FRANCE

Marketing Manager

Responsible for Mobile and Internet publishing and E-marketing.

Mobile & Permission (Mobile Marketing and Mobile Advertising company), TV-Radio (streaming video company) subsidiaries of Orange France (Mobile operator)

Mobile & Permission company provided live interactivity, mobile content, entertainment and storefronts to TV, radio, Internet and press companies (including billing solutions) across Europe.

Experiences with the latest trends in Internet and Mobile Internet Marketing, such as direct SMS/MMS/MOBILE INTERNET and advertising marketing.

Products strategy with Mobile Site Packs.

Reporting to the C.E.O.

Manage sales quotas and execute strategic marketing, business plans, initiatives, and objectives.

Growth in 3 years: from 0,2M€ to 5M€.

Develop profitable long-term relationships with assigned accounts.

Manage relationships with advertising agencies, internal and external graphic designers, press, product management, sales and product development and company executives.

Organization and animation of leading thematic seminars for France Telecom marketing, research and products managers' base on news services issues for the mobile (M-paiement and QR-code solutions).

Served as product representative to the press, at trade shows, and at major media events.

Led a 25-member Business Development, Engineering and Marketing Team.

Customers include: BNP Paribas, Soccer League Teams, Toyota, SonyMusic.

Awards : Grand prix des médias interactifs, magazine « Stratégie » 2005, BNP Paribas bank

September 1999 to November 2001 (2 years), France

AVENIR TELECOM

Business Development Manager

TV-UP (streaming video company) subsidiary of Avenir Telecom (European Leader in wholesale distribution)

Initial responsibility for positioning, product plans, local R&D.

Managed product website and E-CRM platform, frequently updating product information.

Simultaneously managed multiple projects under tight deadlines.

In charge of sales videos Products catalog.

« Dream Team » recruitment, Team management (+75 pers.).

December 1997 to January 1999 (1 year), France

TELCOM NETWORK

Product Manager

European leader of surtaxed interactive vocal services

Accompaniment and follow-up of the customer requirements press and radio services of plays and animations.

Drafting of the schedules of conditions, general and detailed functional specification, planning of the developments of the Audiotex services, Minitel, Chat and One-to- One.

Negotiations and budgetary follow-ups of purchase of spaces with the advertising controls.

Implementation of the activity in France, Romania and in Morocco.

Team management (+20 pers.).

October 1994 to December 1997 (3 years), France

Wholesale distribution, Director's Deputy

Followed objectives, analyzes margins, staff management.

Higher Education

First year of masters, project management.

Graduated in September 1999

Three-year university bachelor degree, Art and technical.

Graduated in September 1994

Foreign languages

**French
English**

Native Language

Working knowledge of English

01.2007 (3 months), England and France

Professional linguistic training course, Executive Language Services.

05.1999 (5 months), USA

Professional linguistic training course, Trancos company, San-Francisco.

Other interests and activities

Community involvement

Member of the International Mobile Marketing Association, Le Geste and Electronic Business Group.

Many interventions in various professional associations.

Computer knowledge

Computer skills include Word, Excel, PowerPoint, Outlook and Mail, QuarkXpress, Adobe CS3 suite premium with Device Central and Acrobat Professional.

Travel:

Willing and able to travel for business

Sports

Diver certified Padi Advanced and Cmass level II

Interests

Travel for pleasure, USA, Thaïlande, Europe, Caribbean, Polynesia, ...

Impassioned contemporary art and gourmet cooking.

Internet

Strong knowledge in HTML, RSS, Web and mobile 2.0; google solutions and Internet communication tools.

Animation of a personal blog on marketing operations (guerrilla, street, internet and mobile marketing):

<http://blog.laurentblanc.com>

References

Excellent references available on request