



Frédéric BOX

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Driver Licences : B, AL
Language : French (Fluent)
English (Professional)

Digital Search Marketing

Qualifications

19 years experience in digital marketing including (13years) E-commerce. Actually focus on SEO missions. My experience is in project management of digital marketing campaigns, managing budgets of several millions euros specializing in search marketing. I'm deeply convinced that success is the result of teamwork and ambitious vision.

Key Skills

Work Knowledge

- Team Management
- Digital Project Management, Web Analysis, CRM
- Operational Web Marketing : SEO, SEA, SMO
- Loyalty Programs, Partnerships Management
- Technology Watch, Competitor Surveillance
- Affiliate Programs, Discount Coupons, Special Offers
- Marketplace, Email Campaigns, Display, Shopbots, Remarketing
- A/B Testing , Graphic design, User interface

Tools

- Excel, Word, PowerPoint, Open Office
- Google Analytics, Console Google, Omniture, Eulerian, etc.
- Google Ads, Facebook Ads, Bing Ads Marketing, LinkedIn Ads
- SugarCRM, QlikView DataMining, owners tools, ERP
- E-Commerce : Magento, Prestashop, etc.
- CMS&FrameWorks: WordPress, Drupal, BootStrap, etc.
- HTML & CSS, SEO tools: AHref, MasjeticSEO, Xenu, Scrapbox, etc.
- Photoshop, Illustrator, InDesign.

Professional Experience

Senior Consultant SEO & SearchMarketing **Freelance** 2016 - today

Consulting & Audits Perform Audits & Make Recommendations for SEO. SEO Tactics
Consult for Operational Marketing SEO & LinkBuilding (NetLinking)
Provide Digital Strategies – Web Marketing Operational Tasks – Web Analysis

Channel Manager E-commerce **ReportLinker** 2015 - (9 months)

Management Perform Audits & Make Recommendation for SEA & SEO, SMO: Main Priority-Return on Investment (ROI)
Consult for Online E-commerce Marketing – Operational Marketing SEO InSite and SEA
Provide Digital Strategies – Web Marketing Operational Tasks – Web Analysis

Senior Consultant Search & E-commerce **Freelance** 2013 - 2015

Consulting & Audits Perform Audits & Make Recommendation for SEA & SEO, SMO: Main Priority-Return on Investment (ROI)
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WebMarketing Manager **BCI-DéguiseToi** 2013 (5 months)

Success ► Return on investment in 3 months

Management Created Online Marketing Strategy : Web Marketing BtoC and BtoB
Coordinated Dashboard and Activity (KPIs & Web Analysis)
Head of Marketing budget: www.deguisetoi.fr www.vegao.de www.vegaoopro.com , www.vegao.it , etc.

Marketing Wrote Marketing Plan for Six Web Shops : France, Germany, Spain, Portugal, Italia, Netherlands
Operational Marketing: Google Adwords (SEM), Organic Traffic (SEO), FacebookAds, MarketPlaces, ShopBots, Affiliate Programs, Packing Operations, Display campaigns, Retargeting

Senior Consultant Search – SEO Expert **1^{ère} Position** 2013 (4 months)

Success ► Management customers. SEO ranking increase

Project Manager Headed and Managed Search Project and Web Marketing : SEO, SEA, SMO
Digital audience, Reporting and Indicators of Monthly Performance, Statistical Analysis
Conducted & Analyzed Digital Research Studies, Compiled Data Findings Focusing on ROI
Established Goals & Monitored Progress for the Conception of SEO Strategies for the Marketing and SEO Teams
Trained Team and Assessed New Strategies for Search Marketing (SEM, SEO and SMO)

Search Marketing Sales Brought Innovate and Practical Digital Solutions and Search Services (SEO) to Customers
Customers: *Groupe DELOITTE InExtenso, Monster, Schneider, Local.fr, Renault Consulting, Pyrennes.fr*, etc.

Co-Founder & Marketing Manager **CatSync - Kansé Solutions**

2009–2013 (3 years)

Success

► **20% to 30% Reduction of Marketing Costs for Our Customers in 13 European Countries**

Marketing & Communication

Designed CatSync (except coding) for SaaS Software, a Marketing Campaign Management System for European Shopbots
Handled the Cost-Effectiveness and Profitability of Marketing Campaigns on Shopbots
Organic Search Marketing SEO (Audit SEO, Website Migration, Web Shop)

Sales

Customers: *IKKS, Pimkie, Marionnaud, OCLIO, DuPareilAuMême, Made In Design, Pecheur.com, PopGom*, etc.

Partnerships

LeGuide, Kelkao, Shopping.com, NexTag, Google Shopping, Shopzilla, AchetezFacile, Twenga, iCompareur, Ciao!, Idealo, etc.

Missions

Graphic Design (GUI) for iOS mobile, iPad, Android. Design and Graphic Animation Virtual Agent : *NUMERICABLE*

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WebMarketing Manager & development **Discounteo**

2005–2009 (4 years)

Success

► **Gross Sales Approximate to 19M€ in 2009 with a Positive ROI. Effective & Efficient Marketing Budget**

Management

Executive Committee Member: CODIR. Marketing Budget Manager :

- Established Marketing Strategies, Team Planning Organization

- Responsible for Loyalty Objectives, Affiliation Programs, Traffic Management and Conversion Rate for Online Stores here:

www.discounteo.com www.villatech.fr

- In charge of ROI Mission and Margins for 3 Sectors : Small and Wholesale Electrical Appliances and High-Tech Products

- Reporting KPI and Assessed Monthly Performance Indicators Levels

Online Marketing

Responsible for Front End Content, Market Trends, Catalog Product Offers, Competitor Surveillance

Created Work Procedures, Tracked Sales

Affiliation

Built and Implemented Affiliate Program: Monitored Team Performance

Conducted Negotiations with Suppliers & Advertising Partners and Affiliates. Buyer & Negotiator for Key French Shopbots

Purchase and Monitored CPC, Display, CPM, CPA, CPC and Campaign Performances

Offline Marketing

Developed Communication Advertisement for the Press and for Radio: eTF1, AOL, METRO (Print), Radio spot

Monetization of Incoming Traffic

Online Advertising

Created Online Search Advertising Marketing Campaigns (SEM), Team Management

Search (SEM)

Supervised Performance and Optimization of Ad Groups and Campaigns

Organic Search(SEO)

Conducted Ranking Strategies, Feasibility Audits, SEO Intervention, Monitored Performance, Adjusted Main Goals & Missions

Art Director – Graphic Designer **Freelancer**

2003–2005 (2 years)

Success

► **Selected for Graphic Identities Logotypes**

Conception

Conception and design of visual identities : logotypes design, Graphic Communications,

Overall Business Design, Conception of Websites: Affiliates, Partners, etc. www.profilbox.com

Game Creation: Graphic Interface Design, Animation Design, Graphic Design Content, etc.

Sales

Customers: *Ipod.fr, Mapigroup, CinCom*, etc.

Graphic Designer Manager **TV-Net (MCS)**

1999–2003 (5 years)

Success

► **Fundraising 3M€, Contract with Sony Entertainment, Live Show on M6 TV Channel (France)**

Management

Executive Committee Member: CODIR . The Firm Developed a Proprietary Computer Language Called, *ALAMBIK*©

Management of Graphic Designer Teams

Management of Schedule and Graphic Production. Manage Completion of Client Projects

Conception

Original Conception and Development of Graphic Contents

Graphic Creation: On-line Games, 3D Real Time, User Interfaces, Websites, etc.

Project Manager

Creative Briefings and Conception of Graphic Design Specifications

Customers: *M6 HomeShopping Service, Sony Entertainment, CALT Prod (Caméra Café), Musée GUIMET-PARIS (Sponsorship)*

Degrees

CEGOS: Business Management Training

Self-Educated (Web Marketing, SEO Organic Search, Graphic Design, Web-Mastering HTML & CSS)

Training for Yearly Performances Evaluations (Management)

B.T.S – Sales Force (Level) – High Institute Robin, Vienne, ISERE, FRANCE

B.A.C Pro - Commerce & Service Retail Option High school D. Casanova, Givors, RHONE, FRANCE

Miscellaneous Interests

Blogging

www.eMarketingVibes.com Writing articles about web marketing, SEO, SEA, etc....

Misc.

Traditional Drawing, Ergonomics & IHM, Domaining, Internet, Advertising

Graphic Designer & Demo Scene: Association of Demomakers

(Conception and Digital Production in Real Time Coding)