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Language : French (Fluent)
English (Professional)



Digital Search Marketing

Qualifications

+20 years experiences in digital marketing including (17years) 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 & SEA

CCI Nord Isère

2018 - today

Search Marketing Search Marketing & Digital Advisor for the Communication & Partnership department within the CCI Nord Isère for the digital communication of the Chamber of Commerce and the initial and continuous training. oCClène Training Center
SEO & SEA Manager
Marketplace Enbasdemarue.fr (Project, UX/UI, SEO, e-commerce functionality, etc.)
UX/UI Design: optimize the customer experience (customer journey and BackOffice, ergonomics, content, ...)

Senior Consultant SEO & SearchMarketing

Freelance

2016 - 2018

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)
Consult for Online E-commerce Marketing – Operational Marketing SEO InSite and SEA
Provide Digital Strategies – Web Marketing Operational Tasks – Web Analysis

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.vegaoopro.com , www.vegaoopro.com , www.vegaoopro.com , www.vegaoopro.com , 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: <i>Groupe DELOITTE InExtenso, Monster, Schneider, Local.fr, Renault Consulting, Pyrennees.fr, etc.</i>

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 Partnerships Missions	Customers: <i>IKKS, Pimkie, Marionnaud, OCLIO, DuPareilAuMême, Made In Design, Pecheur.com, PopGom, etc.</i> <i>LeGuide, Kelkoo, Shopping.com, NexTag, Google Shopping, Shopzilla, AchetezFacile, Twenga, iCompareur, Ciao!, Idealo, etc.</i> Graphic Design (GUI) for iOS mobile, iPad, Android. Design and Graphic Animation Virtual Agent : <i>NUMERICABLE</i>

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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 Search (SEM) Organic Search(SEO)	Created Online Search Advertising Marketing Campaigns (SEM), Team Management Supervised Performance and Optimization of Ad Groups and Campaigns 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: <i>Ipod.fr, Mapigroup, CinCom, etc.</i>

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, <i>ALAMBIK©</i> 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: <i>M6 HomeShopping Service, Sony Entertainment, CALT Prod (Caméra Café), Musée GUIMET-PARIS (Sponsorship)</i>

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)