

# Henri VILLAT

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## Digital Marketing & e-Commerce

### Professional experience

❖ June 2012 - present

**Newell Rubbermaid, Paris: e-Commerce and Digital Marketing assistant** in charge of the three premium and luxury writing brands, WATERMAN, PARKER and rOtring.

Responsibilities: Managing, analyzing, identifying KPIs as well as increasing the digital activities of WATERMAN, PARKER, and rOtring by improving cross-channel user experience, web presence, and search engine marketing/search engine optimization (SEM/SEO). Targeting B2C and B2B clients worldwide.

Managing an external web agency (Axome) to develop the rOtring and WATERMAN websites. Coordinating and developing the PARKER microsite together with English, German, Japanese, and Chinese colleagues. Approving functional specifications in collaboration with the agency Digital FullSix. Organizing and developing the three brands on social networks and managing B2B and B2C e-mail campaigns.

❖ Jan. 2011 - June 2012

**eBiccuss, Paris:** full time internship as webmaster and web marketer in the marketing team of eBiccuss (the first French Apple Premium Reseller).

Responsibilities: Improving eBiccuss' short- and mid-term multichannel marketing strategy for its e-commerce websites (eBiccuss, ICLG and Lacentraledachat). Maintaining product inventory levels of Apple and other products for B2C and B2B clients. Helped increase revenue by 74% in 2011 over 2010.

Monitored projects, performed needs analyses and defined technical and functional business requirements. Established a multi-channel communication strategy, optimised SEM/SEO, ensured the maintenance of two websites (iclg.com and ebiccuss.com), managed e-mail campaigns, and brought ICLG's Twitter and Facebook accounts to life.

❖ 2009 - 2012

**Apple Global Lab Manager at SUPINFO, Paris** - Manager of the Apple lab.

Responsibilities: Leading all laboratory projects including iPhone, OS X, website, networks, communication, business relationships, and worldwide partnerships.

❖ Sept. 2008 - Sept. 2009

**ordiTICE (Apple Premium Reseller), Dourdan :** Part time internship - as junior web developer.

Responsibilities: developing the after-sales customer management site.

### Skills

❖ **Web solutions:** Magento, Prestashop, Websphere, Wordpress, Google Analytics.

❖ **Programming:** XHTML, CSS, Javascript/Ajax, PHP 4/5, XML, Java, library jQuery & Rico, FPDF, .net.

❖ **Databases:** MYSQL, SQL Server.

❖ **Others:** Responsive web design, Scene7, Photoshop, Illustrator, InDesign, Flash, SEO/SEM, Mac OS X Client - Server, Windows 2000-8, SAP, ETL Talend, IT ROI Solution PPM Excel, Lisp, Python, AppleScript.

❖ **Project management:** GANTT, PERT, benchmarking, trendswatch, reporting, technicals and functionals specifications needs analysis, entity-relationship model, Agile methods, corporate identity.

❖ Languages

**French:** native

**English:** professional, university level (writing, speaking, reading, and listening)

**German:** Basic

## Education

- ❖ 2009 - 2012 **SUPINFO - ESI, PARIS** : International Master of Science (Master 2 in computer science).
- ❖ 2008 - 2009 **Corsican University Institute of Technology**: Bachelor of Science in Digital Media, with honours.
- ❖ 2006 - 2008 **Corsican University Institute of Technology**: Degree in Communications Services and Networks.
- ❖ 2006 **Baccalaureat** in Engineering Techniques and Sciences, specialising in electronics.

## Volunteer activities

- ❖ 2006 - 2009 Managed the 'AppleOnCampus' partnership between Corsica University and Apple.

## Interests

- ❖ Urban Challenge, scouting, computer science, photography, music, tennis, archery, Rugby, collecting computers.
- ❖ Personal projects :
  - <http://www.macibook.yourmac.fr>
  - <http://www.vendomeinvestigation.com>
  - French-Serbian association website development.