

Simon LE FUR

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Paris, France (French nationality)



Looking for a challenging job abroad in the field of Internet Marketing from March 2010

Educational Background

Since 2006 **EMLYON Business School**, MSc in Management - Major Marketing

EMLYON is a top-ranked European Business School ([6th in 2009](#)) with an entrepreneurial approach to management education. I attended general business courses (finance, human resources, sales management...) and I specialized in marketing (webmarketing, innovation marketing, consumer behavior...).

Work Experiences

July - December 09 **Sarenza.com (Paris, 50 people, 40m€ turnover):** E-mailing and Partnerships

Sarenza is the French leader on the online shoes market. I was in charge of **e-mailing** and **SEO** partnerships with all major e-commerce French companies (720k€ turnover in 09), I was also in charge of dealing **performance-based e-mailings** and **acquisition operations** with e-marketing agencies (200k€ budget in 09). I have been appointed project manager for the upgrade of the internal search engine. (3-months project). All those actions required accurate **reporting** and KPI's analysis.

Manager: Claire Cavaglione (ccavaglione@sarenza.com)

July - December 08 **Voisineo.com (Lyon, France):** Webmarketing and Community Management

Voisineo is a social network for neighbors. They raised 250,000€ in July 2008. I worked there as **community manager**: organization of members meetings, blog, managing moderators and a city manager, newsletters; and as **webmarketing assistant**: **web analytics**, member acquisition through **Adwords** (1200€/month), e-mailing and co-registration campaigns, advertising with a **viral video** and **public relations** (bloggers).

Manager: Gautier Cassagnau (gautier@voisineo.com)

June - December 07 **SnowTek (Helsinki, Finland):** Marketing and Sales assistant

SnowTek designs and sells snowmaking and refrigeration systems for indoor ski centers in Europe. My tasks were: **prospecting** new potential customers in Europe (ski center projects managers, snow events managers...), creation of an advanced contact database and content creation for the website. I worked in an English speaking environment.

Manager: Kim Brunila (kim.brunila@snowtek.fi)

Skills

French: mother language; **English**: fluent (TOEIC score 935/990) ; **German**: good level

Softwares: Microsoft Word, PowerPoint, Excel, Access; Adobe Photoshop, Fireworks, Dreamweaver; Wordpress; XHTML/CSS; General understanding of PHP/MySQL, JQuery, SQL

Online solutions: Google Analytics, Adwords, Adsense, Ad Planner, Tools for webmasters; Eulerian Webanalytics, Emailing Solution

Additional Information

- I am passionate about the Web: blogs (www.simonlefur.com), social networks ([Twitter](#), Facebook), webdesign, SEO, buzzes, Iphone apps. Early adopter/tester/follower of new services and projects.
- Enthusiasm for launching entrepreneurial projects : ilmenerve.fr and Ellemenerve.fr, BarbaraStelanova.com
- Occasionally working for [Wavemetrix](#), a British company, as analyst in charge of measuring online buzzes for Fortune 500 companies.
- My team and I were awarded the best project prize at an entrepreneurship contest in my business school (PCE contest of EM LYON).
- I have been playing handball for 11 years in Nantes, Helsinki, Lyon and Paris.