

Maxime DEROUET

French, creative, determined and conscientious.

Graduated in **Marketing** and **Technology**
looking for a position in the **web industry**

24 years old
22, boulevard Bigo Danel, Lille, FRANCE (open to relocation)
Contact : + 33 6353 982 81 or mxderouet@gmail.com
Driving license

EDUCATION

- 2008 to 2013 **Master's Degree specialized in technology & management at TEMA**
Graduated from [NEOMA Business School : TEMA](#) – Major Marketing, Reims, FRANCE
Master's Thesis problematic: « What is the relationships between “free-to-play” business model & the behavior of gamers ? »
Main courses : Marketing, Digital marketing, Project & team management, IT, Innovation
- 2010 **Academic exchange semester at the National Taiwan University**
College of Management, Taipei, TAIWAN
Main courses : : Marketing, Marketing services, International business
- 2008 **Baccalaureate – Scientific section passed with honours**
St-Paul High School, Lille, FRANCE

WORK EXPERIENCE

- 2014 **Web Marketing Manager** (currently)
[inéov](#) (Real Estate engineering) – Lyon – FRANCE
- Create Marketing strategy
 - Supervise website development
 - Elaborate SEO & SMO optimization
 - Write copy for the website & the brand
- 2012 **Web Marketing Project Manager Junior** (6 months)
[THEM](#) (Web Design & Web Marketing agency) – Beijing – CHINA
- Made & monitored SEO campaigns (Onsite & Offsite optimizations)
 - Created & managed Google AdWords campaigns
 - Elaborated Web Marketing strategies & actions for clients
 - Created a SMO/SMM package for agency's clients
 - Managed customer relationships (regular reports & meetings)
- Accounts** : [Lexuomo](#), [Lesachats.fr](#), [Cosy for you](#), [English Trackers](#)
- 2011 **Assistant Web Marketing Project Manager** (3 months)
[E-Santé](#) (Website) – Paris – FRANCE
- Created & set up a social media strategy to increase the traffic on the website
 - Designed & managed online ad. campaigns, marketing emails, newsletters
 - Supervised company's forums and mail box contents
- 2011 **Community Manager** (5 months)
[Buzzman](#) (Digital advertising agency) – Paris – FRANCE
- Elaborated, launched and supervised online game contests
 - Made strategic recommendations and partnerships investigation
 - Created and diffused community contents, animated communities
 - Regularly monitored and reported on quality and quantity
- Accounts** : SFR (Telecom), Bic, Terrasse au Soleil (Mobile App.)

LANGUAGES AND SKILLS

- French** - Native
English - Fluent (13 months in English speaking environment)- **TOEIC** : 950 / 990
- Computing**
Pack Office : Word , Excel, PowerPoint, Access
Webmarketing tools : Google Analytics, Adwords, SEO tools, Drupal, EmailVision
- Interests**
Voluntary commitment : « Restos du Coeur » ; BDE 2009 (Student event management)
Sports : Football & Running - **Travels** (Asia, USA, Europe)
Reading, (Thrillers), Drawing, **Video games** (Indie Games, free-to-play, etc.)