

Fétu Manuel Digital Data Strategist



+ SUMMARY

My primary objective as a Digital Strategist Manager is to create vibrant and innovative Websites and Applications in marketing a company's brands and services. Digital professional with over six years of progressive experience in interactive strategy for companies or agencies, I'm ambitious, curious and willing to move ideas swiftly into action.

A few words to define me:

- A logical mind with a practical approach
- Interested in overcoming
- Interested in innovative economic models
- A good capacity to see things through to completion

+ PERSONAL INFORMATIONS

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 French ————— FLUENT
 English ————— PROFESSIONAL
 Spanish ————— SPOKEN

+ WORK EXPERIENCE

2013 - 2015



ASSOCIATE / FOUNDER

Excuse My Web LTD - Digital Data Booster

START-UP CREATION AND MANAGEMENT

- * Corporate Development and administration & Implementation of work methodology, KPI
- * Financial Strategy (Business Plan)
- * Team development and management (6 persons)
- * Project Management
- * Development of Strategic Partnerships
- * Conception, Realization & Promotion of Websites and Applications

2014, FEW FIGURES  93 PROJECTS  21 CLIENTS  2, 3 BILLION LEADS ACQUISITIONS



2012 - 2014



DATA MARKETING MANAGER

Actency - Web solutions / 100% Drupal agency

MANAGEMENT OF DAILY EMAILING CAMPAIGNS IN 15 LANGUAGES WITH INTERNATIONAL CLIENTS

- * Building and Structuring the Emailing Department / Team Management (Technical and Marketing)
- * ELOQUA expertise development (Marketing Automation platform of Oracle) and company's certification
- * Training and team support on several technical solutions : ELOQUA, Neolane, Campaign Monitor & Management of international accounts
- * Conception and implementation of work methodologies, KPI (Process, Project and financial dashboard, Quality)
- * Financial Management and reporting

2010 - 2012



WEB BUSINESS UNIT MANAGER

Beverlyhills Editions - e-commerce / website edition & Database Animation

TRAFFIC STRATEGY RECOMMANDATION AND MANAGEMENT – OBJECTIVE 1 000 000 VISITORS MONTHLY

- * Team Management (Account Manager, Developpers, Sales, Designers, Seo, Community Manager) (25 persons)
- * Strategic recommendation : Traffic Objectives (Visitors, Page per View,...) + Benefits from Database
- * DataBase Animation : Partnerships with affiliation Plateforms and with our DataBase
- * Functionnal and Marketing increase of the Websites' results
- * Conception and implementation of work methodology, KPI (Objective, Strong skills, analytics reporting)
- * Statistic Analysis

2009 - 2010



INTERNET MOBILE ACCOUNT MANAGER

Connectings

CONCEPTION OF A GEOLOCALISATION AND CONTEXTUALISATION PLATFORM FOR DYNAMIC CONTENT

- * Conception & Architectural modeling of a location and contextualized content
- * Writing of the functional specifications of the platform
- * Consulting and recommendation of the platform's evolution
- * Tender responses and design of innovative services (RFID, NFC, Flashcode, Datamatrix)
- * Innovating project Management

2006 - 2007



PUBLICIS DIALOG

MARKETING MOBILE BUSINESS DEVELOPMENT

Publicis Dialog - Internet Mobile Marketing

INTERNET MOBILE DEMOCRATISATION FOR PUBLICIS GROUP'S CLIENTS

- * Development of innovative Mobile Internet Services for Publicis Group's Clients
- * Budgets Management
- * Democratization of new technologies (QR code, Flashcode, Datamatrix - Internet Mobile)

2003 - 2004



MARKETING MOBILE ASSISTANT

Orange - Marketing Mobile

MARKETING MOBILE PROJECT MANAGEMENT

- * Project Management (Partnership Ligue 1 Football and Orange).
- * SMS +, IVR, and Web activities management
- * Statistics Reporting

+ EDUCATION

MASTER MARKETING AUTOMATION 2012 - 2013

ELOQUA

MANAGE DAILY EMAILING CAMPAIGN

Product & Revenue Performance Management -RPM- Certification Eloqua University (Online & Interactive Webcast based in London & Boston).



MASTER 2 STRATEGIC MANAGEMENT IN INNOVATION 2008 - 2009

INNOVATION

IAE - Institute of Business Administration - (Bac +5)

OPTION VENTURE CAPITAL

Degree in partnership with INSA engineering school (National Institute of Applied Sciences) English & French curriculum



MASTER 2 DIGITAL PROJECTS MANAGEMENT 2007 - 2008

MANAGEMENT

University Paris 8 (Bac +5)

and business intelligence specializing in new information and communication technologies, Bac +4, Co-accredited University of Paris VIII and Paris XIII.



MASTER MARKETING MANAGER 2002 - 2006

ISCOM - Higher Institute of Communication - (Bac +4)

Specializing in marketing innovation and business creation.



SCIENTIFIC BACCALAUREAT 2002 - 2006

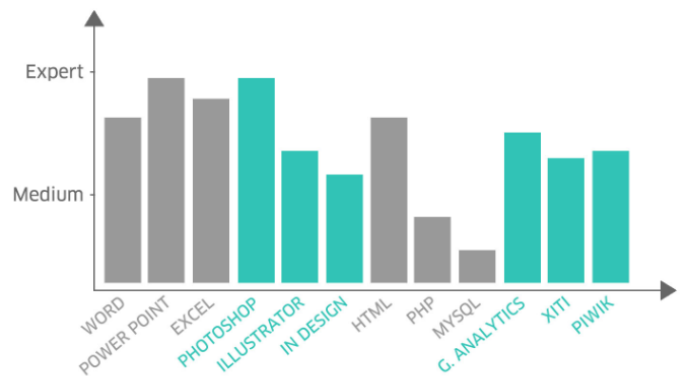
French High School graduation exam

MATHEMATICS SPECIALITY

Lycée Gerson, Paris XVI



+ TECHNICAL SKILLS



+ INTERESTS

TRAVELS

- > **Europe** : Spain; United Kingdom; Germany; Italy ; Czech Republic; Austria; Croatia; Sweden; Portugal; Ireland; Turkey; Bulgaria; Montenegro...
- > **America**: New-York; San Francisco, Las Vegas
- > **Asia**: Singapore; Burma
- > **Africa**: Morocco; Burkina Faso

SPORTS

- > **Ski** (ex UCPA monitor)
- > **Football** (club)
- > **Tennis**

CULTURE

- > **Theater**
- > **Opera**
- > **Music** (60's and 70's)

For more information on
What I have been working on
CHECK OUT MY ONLINE PROFIL AT:

WWW.MANUELFETU.COM