Charly REGE-TURO

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WORK EXPERIENCE

Since October '13 **SEA, SEO & Analytics Consultant**, **Synodiance**, Nantes – France
- ✓ Definition, Setup & Optimization of traffic strategies
- ✓ Adwords & Bing, Retargeting, Display, Shopping, YouTube campaigns
- ✓ Branding, Traffic or Conversion strategies
- ✓ 2014 global investment amount: 490,000€

Jan. - July 2013 **SEA & Shopbots Executive** at **Fnac.com**, Paris - France
- ✓ Campaign Management: set-up, analyse, optimization and strategy
- ✓ Performance Management w/ strong ROI issues
- ✓ Catalogue Management (1+ million products)
- ✓ Sales Promotion in collaboration w/ commercial teams

July '11 - June '12 **Online Marketing & SEO Executive** at **Avis-Budget Car Rental**, Paris - France
- ✓ Sales and Editorial Management of 2 websites
- ✓ eCommerce Performance Management
- ✓ SEO project management in collaboration w/ SEO experts
- ✓ Other missions: eMailing, Community management, eMonitoring

EDUCATION

2009 – 2013 **Master in Management's Degree** at **Toulouse Business School**, France
- ✓ Major option: eBusiness, eCommerce & eMarketing
- ✓ Final-year dissertation: *User Experience & eCommerce Performance*
- ✓ International Program: Semester at ESEC Barcelona Business School

2007 - 2009 **Preparatory classes:** intensive course for admission to Grandes Écoles, France

June 2007 **Baccalauréat with Highest honours**, Major in Economics, France

SKILLS

Languages

French	Native speaker
English	Fluent
German	Moderate
Spanish	In progress!

Professional Tools

★ ★ ★ ★ ★ Google Adwords, Google Analytics & Bing Ads **Certifications**

★ ★ ★ ★ Microsoft Office, WordPress, Google Merchant Center

★ ★ ★ Adobe Omniture, AT Internet XiTi, HTML & CSS, Prestashop

ACTIVITIES & INTERESTS

Sport
- ✓ Triathlon
- ✓ Running
- ✓ Cycling

Web
- ✓ Start-up & Web-entrepreneurship
- ✓ Internet of Things
- ✓ Collaborative Economy