

Marjorie SOUTRIC

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Date of birth: 24th April 1986

Driving license

Web Student

Reactive Curious Reliable



Work experience

Today

Freelance

Consultant for the website "Portail des Métiers de l'Internet" | French Ministry

<http://www.metiers.internet.gouv.fr>

Member of the editorial team and webmaster of the website

Moderation of the comments and interaction with the internet users. Adaptation of the content according to the comments received. Moderation of the inscriptions of companies and formations.

2009

Internship

Search Consultant for Trusted Feed (4 months internship) | NetBooster Agency

I am in charge of the portfolio of clients. I manage the development, the reports and analysis of their campaigns.

I take part in the growth of the department by searching and launching new performance oriented programs, based on a affiliate model.

2009

Job

Web marketing Consultant (1 year) | Jamespot

I am in charge of the portfolio of many clients (GrosBill, online wine sale)

Identifying, understanding and assimilating the client's online marketing strategy is essential to me in order to manage their SEO and SEM accounts.

2009

Scholar project

"Portail des Métiers de l'Internet" Web site

<http://www.metiers.internet.gouv.fr>

Editorialist

I participated in the creation of a referential for jobs related to Internet. I took in the identification of the new jobs created by Internet and wrote several sheets for these jobs.

2009

Scholar project

Opentojob.com Website upgrade

<http://www.opentojob.com>

SEO Consultant

I did the benchmark and the audit of the existing site, then wrote the optimizations to be done.

2008

Internship

Search Marketing Consultant (3 months internship) | NetBooster Agency

I was in charge of the portfolio of many clients from different industries : Media (Le Parisien, Le Figaro), Tourism (FRAM, Louvre Hotels) and Technology (Palm - for 5 countries).

I had to identify, understand and assimilate the client's online marketing strategy, then carry out both benchmark and audit for my clients that led to recommendations' reports.

Finally, I set up and optimized SEM campaigns on Google, MSN and Yahoo networks, with weekly reports and analysis on those campaigns (visibility, audience, ROI).

2008

Scholar project

Porphyries Website: a website made for an association

<http://www.porphyries-patients.org>

Team leader deputy and SEO Consultant

I helped creating, specifying and increasing the website's visibility.

2008

Scholar project

B.Evain Website: a website made for an agency specialized in ergonomics

<http://www.hoesy.com>

SEO Consultant

I did the benchmark and the semantic analysis then wrote the optimizations to be done (linking strategy, technical optimizations, creation of a Google AdWords campaign).

2005

Job

EFS (Etablissement Français du Sang)

Responsible for communication events (1 year)

I was in charge of promoting and organizing the "blood gifts" campaigns.

Student Jobs

2002 to 2005

To afford my studies, I've had several jobs. I've worked at Mac Donald's, Marc Orian (jewelry store), Jardiland (gardening store), Pizza Hut and IKEA. During week-ends, I also used to be hostess at exhibitions.

Educational background

Degrees

2007 HETIC	Currently studying at HETIC to obtain the Master degree " Expert in Engineering and Digital Communication Management".
2007 University Paris VIII	Attended Bachelor degree "Information and Communication" with "Multimedia" option. I couldn't graduate this degree due to severe health problems.
2006 University Paris VIII	Graduated "DEUG" degree "Cultural Mediation and Communication".

Academic projects

2009	HETIC - Google Online Marketing Challenge Semi finalist http://googlechallenge.hetic.net/fr Team Leader I supervised all 16 teams of my school that participated to the GOMC 2009. I set up the planning, gave AdWords training and elaborated a communication plan (Facebook, Twitter, http://my-adw-idea.com website).
2009	HETIC - Virtual Worlds Team Leader: I was in charge of writing recommendations on Virtual Worlds for my school.
2005	Academic Project: creation of a radio broadcast Chief editor: I directed a 15 minutes radio show on "what is the life of an artist".

Proficiency

Project Management



Customer relation, Counseling, Specifications, Production monitoring

Web Referring



SEO, SEM : AdWords (and AdWords Editor), Yahoo, MSN. GAP(Google Advertising Professionals)

Web Marketing



E-marketing, Viral marketing, Social marketing
Constantly on watch

Writing



Excellent writing skills, Perfect spelling

Web Programming Language



XHTML/CSS, PHP/MySQL, ActionScript 2 et 3
Design



Photoshop, Flash MX

Languages



English Fluent (TOEIC : 945)
Spanish fluent
German Intermediate

Office Software Applications



Word, Excel, PowerPoint

Additional Information

- Studied for a semester in Canada at UQO (September to December 2006)
- Passionate about Virtual Worlds, I keep my own blog up-to-date, <http://www.universvirtuels.fr> and since June 2008 I've also been writing with Frédéric CAVAZZA on <http://www.virtualworldsnews.fr>.
- I won a regional spelling bee when I was 8 (in the junior section which was for kids aged between 7 and 12).
- I helped to set up the first French course on virtual worlds and I am one of the founder members of the French association for virtual worlds.
- I made a 2 hours lecture at the ENC Bessières school in Paris for students in communication field. The topic was "Virtual Worlds and Communication"
<http://www.slideshare.net/marjoriesoutric/130309-mondes-virtuels-enc>

References

Miss Marie VOLUT: Head of the traffic department at NetBooster agency Paris
Mr. Serge SOUDOPLATOFF: Entrepreneur, Professor, Researcher, Consultant
Mr. Denys CHOMEL, Assistant Director at HETIC