



Myriam Emile

e-MARKETING & COMMUNICATION JUNKIE

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*ROI-driven acquisition & CRM executive with 7 years of experience (start-ups, Amazon...)
International profile (bilingual French/English, I also speak Spanish & Portuguese)
Fast-learner, challenge-lover, creative problem-solver & enthusiastic team-player*

Skills



Customer acquisition	SEM (PPC, SEO) / Affiliation / Display
Customer engagement	CRM / Emailing / Marketing plans / AB testing
Data & business analysis	Website analytics / Reporting / Deep-dives
Communication	Print communication / Press & Public Relations / Events / Partnerships

Work experience



- Sept. 2013 - Jan 2016** - **Traffic Acquisition Executive @ Amazon FR**, Fashion department, 92110 Clichy.
Won 2 Amazon internal Awards for innovation & proactivity.
In charge of monitoring & developing traffic acquisition for Amazon Fashion FR through the main traffic channels + participation in pan-EU projects.
- * Emailing : optimized the channel through constant A/B testing of our contents, email targeting & email scenarios. Created, tested and launched new email scenarios, including a scenario that outperformed our top emails by +100% (rolled out in all EU5 markets)
 - * SEA / Display & retargeting : monitored our bidding tool & performances, running creative and bidding tests & issuing deepdive analyses and recommendations. In charge of developing the first FR Fashion display campaigns and running targeting, creative and campaign tests.
 - * Affiliates : identifying new potential Fashion partners and reaching out to them, participating in meetings with our dedicated partnership team and fomenting new initiatives.
 - * SEO : audited and enhanced our Fashion pages for SEO, and in charge of communicating SEO best-practices to the Fashion merchandising teams.
 - * Data & analytics : setup detailed channel-centric dashboards for the FR Fashion division, creating adhoc SQL Oracle queries to the database to extract data & accurately monitor our traffic. Monitored weekly traffic to identify wins, misses and opportunities and delivered extensive analyses and deepdives on specific traffic-related subjects.
- June 2011 - April 2013** - **Traffic Acquisition Executive - SEM @ Digital Virgo Entertainment**, 75009 Paris.
A major player in digital entertainment in France.
- * Management of PPC for a large portfolio of French and international (MX, IT, E<S) legal downloading platforms (music, games & VOD), working in a strict ROI-focused logic, implementing new workflows & enhancing the campaign generation process.
 - * Website relaunch (Sonnerie.net) : design, architecture and content redefinition, to improve User-Experience & optimize traffic acquisition (mainly SEM and SEO).
 - * Analytics : Defined tagging scheme for migration of 2 existing websites to Omniture SiteCatalyst and Search-Center tools, designed new dashboards, conducted A/B testing and issued audits & recommendations for French & International teams.

Jan. 2009 -
June 2011

Marketing and Communication manager @ Zoover FR, 75008 Paris.

1st independant travel review website in Europe

Zoover.fr website management (editorial, localization of new fonctionnalités, following and auditing performances, community management). Participating in developing the SEO and SEM strategies. BtoB and BtoC communication management: press and public relationships, developing partnerships with French and foreign tourism boards, fomenting communication partnerships and operations.

Education



2005 – 2008

Master's Degree in Management, major in Services Marketing

NEOMA Business School (ex-ESC Rouen), 76 825 Mont Saint-Aignan

(Top French Business School, ranked 8th best Master in Management in France by the Financial Times, 2016).

> Fall 2007 : Exchange program @ Universiti Sains Malaysia (USM), Penang, Malaysia

2003 – 2005

Preparatory classes (CPGE ECS)

Lycée Pierre de Fermat, 31 000 Toulouse

Two-year undergraduate intensive course in Economy, Humanities and Mathematics, preparing to Top Business Schools competitive exam.

June 2003

Scientific Baccalauréat with major in Mathematics, with honours

Lycée Pierre Poivre, 97 480 Saint-Joseph (Reunion Island)

Languages and IT



French Mother tongue

English Bilingual - TOEIC : 900 points

Spanish Fluent (10 years of study + 6 months solo travel in Latin America in 2016)

Portuguese BR Intermediate (2 years of study + 3 months solo travel in Brazil in 2016)

IT skills **Office:** proficient in Word, Excel (including VBA macros & pivot tables) & Powerpoint, notions of Access and SPSS.

Adobe CS : good command of Photoshop, Illustrator, InDesign, Premiere Pro.

Webmarketing tools: Adwords Editor (certified «Adwords Qualified Individual»), Bing Editor (Bing Ads Accredited Professional), Google Analytics, Omniture (SiteCatalyst & SearchCenter).

IT languages : advanced notions of SQL (Oracle) HTML, CSS, XML, notions in Javascript and Php. Experience of website management on CMS.

Activities and interests



Travels

20+ countries (Europe & Mediterranean countries, Asia, North & South America)

2016 : Solo travel months in South America (Brazil, Argentina, Bolivia, Peru, Colombia)

Sports

Diving (certified PADI open-water), rock climbing, hiking.

Hobbies

Arts (photography, watercolour painting, design), music (singing & piano).