

OLIVIER MERZ

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**Head of International Web Marketing / eCommerce
MBA in Marketing**

Key skills:

Web Marketing:

- Definition of Web Marketing strategies
- Implementation of commercial plans
- e-Mailing campaigns management specialist
- SEO expert : Search Engine optimisation and control of online advertising
- Development of affiliation programme and partnerships
- e-Merchandising optimisation
- Traffic, revenues, ROI and conversions analysis

Technical skills:

- Thorough knowledge of HTML, Javascript, CSS, PHP. I have developed many websites using these scripting languages
- Very good knowledge of SQL and Mysql Relational Databases
- Very good command of Word, Excel, Power Point, Outlook. (Creation of macros)
- Ms Project

Project Management on an International scale:

- PMP Certified Project Manager
- Sound organisational and planning skills (work on several International Projects concurrently)
- Working to deadlines and clear commitment to excellence
- Excellent interpersonal and client facing skills
- I enjoy working in a team and I am successful in team building and management

Language skills: French: Mother tongue
English: Bilingual
German: Good working knowledge
Dutch: Beginner

Education:

New York University	PMP Certification	2005
Ecole Supérieure de Commerce de Rouen	MBA in Marketing	1999
International Commerce Institute	Masters degree in Marketing	1998

Miscellaneous:

Travel: England (I lived in London for 2,5 years), Canada, Spain, Greece, Italy, Mexico, Panama, Portugal, Dominican Republic, Sweden, USA(I lived in new York for 2 years),

Employment History:



Head of Web Marketing Gent, Belgium

*Permanent contract
Since January 2009*

- Team construction and management (3 people)
- Functional management (29 people)
- Responsible for the Web marketing strategies of 4 brands: (ThomasCook, Neckermann, Pegase, ThomasCook Airlines)
- In charge of all commercial plans
- Coordination of all Internet commercial operations, email campaigns and online advertising programmes

Currently working on:

- Launch of multichannel commercial plans (email + site + online advertising + catalogs)
- Launch of emailing campaign segmentation project & improvement of email brand value (EBV)
- Development of the first e-Toursime M-commerce project in Belgium (mobile phone)
- Launch of several ecommerce very specialized micro sites



Head of International Web Marketing Roubaix, France

*Permanent contract
September 2007 to January 2009*

- Team construction and management (12 people)
- Responsible for the Web marketing strategies of 11 countries: (UK, BE, CH, AT, PT, ES, IT, GR, SWE, NOR, RU)
- In charge of all commercial plans
- Coordination of all Internet commercial operations, email campaigns and online advertising programmes

Key achievements:

- Launch of La Redoute Italy e-commerce site, emailing campaigns and online advertising
- Improvement of all website shopping experience and optimization of the navigation bars
- Improvement of emailing campaign production process
- Increase in global online sales by 42% over previous year
- Development and launching of Private Sales programme for 7 countries (Objective: € 50 million turnover)



e-Commerce Manager Roubaix, France

*Permanent contract
September 2005 to September 2007*

- Responsible for the Home Textile & Deco market's Internet strategy and commercial plans
- Coordination of all Internet commercial operations and projects
- Management of a € 400.000 online advertising budget
- Follow up and optimisation of the ROI, traffic, search engine positions

Key achievements:

- Increase the online sales by 95% over previous year (Turnover: € 78 millions euros)
- Launch of Shop in Shops, Flash Sales, Private Sales, Shopping Guides
- Overhaul of the product page (Display, Content, Functionality)
- Winner of the "Pole Position award" La Redoute internal trophy – Best Web innovations



**International Business Technology Director
New York, USA**

*Permanent contract
August 2003 to August 2005*

- Responsible for all Web Marketing projects:
 - e-Mailing campaigns, search engine registration
 - Traffic and revenues analysis
- Technical project management (*technology: C, ASP, XML, .Net*).
 - Production, quality and costs follow up
- In charge of all websites' content management

Key achievements:

- Development from scratch of a Marketing e-mail campaign system (email design, e-mail sending, tracking, Marketing analysis and corrective actions). This new system increased the turnover by 4% over previous year.
- Development and launch of a new product: A fully automatic Web based information system. (*Clients : TotalFinalElf, BP, Shell*)
- Project Management of a Search Engine using semantic



**Internet Project director
Paris, France**

*Permanent contract
July 2002 to August 2003*

- Contributed to the development of the company's Internet strategy
- Project Management of TotalFinaElf's Intranet Search Engine



**Internet Project Manager
Paris, France**

*Short Term Contract
January 2002 to July 2002*

- Client interface, researches and Internet strategy proposals
- Costs estimation, Budget and Schedule development
- Usability researches, technical and creative briefs and sitemap proposition
- In charge of writing proposals for Requests for Proposals
- Definition of Technical and Functional Projects scope
- Team construction and management (12 people on average)

Key achievements (Web site project management):

- LVMH (€ 382.000)
- France Telecom (€ 85.000)
- Michelin Formula 1 (€ 305.000)
- Mattel (on average €77.000 per year)

Awards:

- Winner of the Boursoscan 2003 Grand Prix and 3rd runner of the SFAF Grand Prix



**Internet Project Manager
London, England**

*Permanent contract
October 1999 to January 2002*

- Client interface, researches and Internet strategy proposals
- Costs estimation, Budget and Schedule development
- Usability researches, technical and creative briefs and sitemap proposition
- In charge of writing proposals for Requests for Proposals
- Definition of Technical and Functional Projects scope
- Team construction and management (12 people on average)

Key achievements (Web site project management):

- Cartoon Network (£458.000 per year)
- British Council (£90.000)
- Conran Online Shop (£250.000)
- Bentley Motors (£46.000)
- Panasonic (£142.000)
- British Telecom (£10.000)
- AMD (£199.000)

Awards:

- BAFTA 2000 – Best entertainment website (Cartoon Network)
- New Media Age Trophy – Effectiveness 2001 (Cartoon Network)