



ALEXIS TEBOUL

Digital Marketing & Analytics

PROFILE

I am a young, active 24 years old from Paris, who has been working in London for over a year. I have thrived in entrepreneurial environments and want to continue helping startups develop their digital landscape. I am passionate about new tech and communication; always looking forward to joining innovative projects to help better people's lives.

PERSONAL SKILLS

- FRENCH
- ENGLISH
- INNOVATE
- CREATIVE
- TEAM WORK
- PASSION

HOBBIES

- SOCIAL ANIMAL
- PHOTOGRAPHER
- BURGER ADDICT
- GEEK
- GLOBETROTTER
- ROCK CLIMBER

CONTACT ME

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WORK EXPERIENCE

- Community & Growth Manager** / Just Miles London, 2017 / 3 Months
Involved in the launch of a new pay-per-mile car insurance. Thought and executed all the digital strategy to get traffic and generate leads including:
PPC campaign (Google, Facebook and LinkedIn), SEO improvement, social media monitoring and Press Release (One release in The Guardian)
- Digital Marketing Manager** / Artish London, 2016 / 8 Months
Involved in the launch and ideation of a online jewelry marketplace.
In charge of managing all the website development processes.
Executed all the digital marketing strategies, during and before the launch of the marketplace, which accumulated over 31 thousand fans in less than 6 months.
- Digital Marketing Assistant** / Ztudium London, 2015-2016 / 5 Months
Was a part of a team who focused on user acquisition using link building and content strategies.
Managed Tradersna UX & UI website redesign
- Strategic Planner Assistant** / Cheil Paris, 2014-2015 / 6 Months
Analyzed and executed advertising strategies and content of top companies including Samsung Hancock.
Made reports with Benchmarks, cases studies and customer analysis to ensure sound strategy.
- Strategic Planner Assistant** / Fuse, Paris 2013-2014 / 6 Months
Working on target market analysis for client's upcoming campaigns.
Was a part of the creative process team involved in brainstorming for key clients such as HP, HTC, Ray-Ban.
- PR Consulting Assistant** / Porter Novelli Paris, 2013 / 4 Months
In charge of relationship building with journalists and bloggers to maximize exposure for our key clients including Procter & Gambel (Braun, Gillette, Duracell).
Managed and ran PR events.

PROFESSIONAL SKILLS

- USER ACQUISITION
- CONTENT MKTG
- SEO STRATEGY
- DATA ANALYTICS
- BRAND STRATEGY
- PROJECT MGMT

EDUCATION

- Digital marketing and social media master degree** /
Sup de Pub London - 2015-2016
Finalist on EasyRoommate communication competition
- Econsultancy Certificate** / 2016
Econsultancy's Certificate in Digital Marketing & Google AdWords Qualified
Individual Certification: <https://econsultancy.com/training/courses/double-certification-digital-marketing-google-adwords-singapore/#programme>
- Advertising and Communication Project manager Bachelor degrees** /
ESP: Ecole Supérieure de Publicité Paris - 2012 - 2015
Specialize in Communication Strategy - RNCP Certificate lvl2
- IAA Diploma** / 2016
The International Advertising Association's Course Accreditation:
<http://www.iaaglobal.org/Course-Accreditation.aspx>
- TOEIC Score 750** / 2015
The Test of English for International Communication:
<http://www.toeic.or.jp/english/toeic/about/what.html>

PROFICIENCY

- GOOGLE AdW
- GOOGLE ANALYTICS
- WORDPRESS
- GOOGLE TRENDS
- ADOBE SUITE
- HOOTSUITE