

## MARDIROSSIAN Gérald

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French nationality 

### Educational Background

2013

2012

2011

2010

**Masters Degree** Communication/Marketing (*University Paris Descartes*)

**Masters Degree** Digital Communication (*ECS School*)

**Masters Degree** Business HR (*University Sorbonne Paris1*)

**Licence** Business Administration (*University Sorbonne Paris1*)

### Work Experience



#### **Webmarketer / Web project manager**

From January 2016 up to now at **Nibelis**

##### **Tasks:**

- Website management
- SEA campaigns management (Adwords & LinkedIn Ads)
- Social Network management
- Web project management : redesign and launch of new website
- Website development : Intranet website creation
- User support and training
- SEO optimization, reporting and stats tracking
- Emailing campaigns (Salesforce Pardot & marketing automation)
- Regular use of Salesforce CRM



#### **Webmaster/Web project manager**

June to September 2014 at **RIVP : Régie Immobilière de la Ville de Paris**

##### **Tasks:**

- Website management with Wordpress & Drupal CMS
- Intranet website management with Jalis JCMS
- Writing articles for the firm website and Intranet
- Web project management
- SEO optimization
- Images redesign with Adobe Photoshop
- User support
- Stats tracking (Google Analytics)



#### **Webmaster/ webmarketer**

January to November 2013 at **IEFP**

##### **Tasks:**

- Website management with CMS eZPublish
- SEA campaigns management (Google Adwords & Facebook Ads)
- SEO optimization and stats tracking
- Social network management
- Newsletter management : emailing campaigns



## Webmaster / Community manager

January to July 2012 at **La Maison de la Chine**

Tasks:

- Articles writing with SEO goals
- Content management (articles) with CMS
- SEO Optimization
- SEA campaign management (Google Adwords)
- Bug tracking
- Social Network Management

## SKILLS

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### • Languages

English fluent (Score **TOEIC** Score 905/990)  
Spanish (scolaire)  
Armenian (notions)  
Japanese (notions)  
Latin (notions)

### • Computer skills



Good knowledge of HTML5 & CSS3 & responsive design  
Notions of PHP, Mysql, JQuery, Javascript, Ajax  
My website [www.mardirossian.fr.cr](http://www.mardirossian.fr.cr)  
Regular use of Microsoft Office  
Good knowledge of Photoshop & Google Webmaster Tools  
CMS : Wordpress, eZ Publish, Joomla, FoOISlide, Drupal, JCMS (Jalios), gpEasy, Pixie, Spip, Typo3

### • Certifications



Google Adwords, Google Analytics, Google Power Search  
Google Adsense, Google Web Designer, Digital Marketing Online,  
Google Educator Level 1, Google Trusted Street View  
Photographer Facebook Blueprint  
Microsoft Bing Ads, Microsoft Developing in HTML5 with  
JavaScript and CSS3 JumpStart, Microsoft Teaching  
with Technology, SharePoint 2013 Best Practises, Introduction to  
jQuery  
Negotiation and Conflict Management (USIP United States Institute  
of Peace)