

**William Weill**  
148 rue Castagnary  
75015 Paris  
Phone. +33 6.43.39.06.93  
Mail william@williamweill.com

31 years – 12/11/1985  
Single – 1 child  
Nationality : French  
Driving license : Car & Bike



## Digital & General Marketing – Sales Promotion

*Specialized in Marketing and Sales promotion – Master Degree in Strategic Marketing and E-Management*

### Professional career

---

Since 01/2013

#### **RIVAGES DU MONDE**

##### **Digital and E-business Manager**

- In charge of Web Budget
- Launch of the new B2C Website (Strategy and operational)
- Launch of the e-business part for the B2C website
- Creation and launch of the B2B Website (Strategy and operational)
- Social Media Management, SEO, SEM
- Sales promotion and creation of Marketing tools (indesign / Illustrator / Photoshop – Leaflet, posters...)
- eCRM, block diagram of the various flows , technical specifications , intentions & specifications

2012

#### **INFOPRO Communications**

##### **Project Manager Web Marketing**

- Project owner for technical auto reviews
- Development Back Office, Front Office and Middle Office
- Call center management (6 people)
- Creation of monitoring and performance tools
- Writing functional specifications, briefs and creating storyboards , acceptance phase , solving bugs
- Organization, dispatch and tracking leads, priorities , work time
- Creation of databases (advanced level, vlookup, crossed board...)

2011

#### **ROYAL CARIBBEAN INTERNATIONAL**

##### **E-business Manager**

- Launch of the brand for the French market
- Creation of sales promotion tools : flyers, leaflet, invitations
- Creation of custom E-Newsletters for the B2B, Social Media Management

2007 – 2011

#### **MSC CROISIERES**

##### **Web and Trade Marketing Coordinator**

- Project owner and Web strategy (SEO, Web advertising, Webmastering, Content management, social media management, E-Newsletter)
- Implementation and launch of the E-business platform
- Relationship with Web distributors and key account Management
- Sales promotion : Creation of tools and commercial challenges
- Statistics , recommendations and launch of commercial deals
- Adaptation of International projects
- Press trip accompaniment
- Adaptation of the annual brochure

2006

Summer job

#### **HURTIGRUTEN**

##### **Marketing Assistant**

2004 - 2006

Internship 2 years

#### **COSTA CRUISES**

##### **Trade Marketing Assistant of Mr. Guillery**

### Studies and languages

---

- **Master Strategic Marketing et E-Management – Option Web Marketing (Bac +5)**  
ICD (IGS Group) – Business School - Paris 2009
- **Business development Manager, option Ebusiness (Bac +4)**  
ICD (IGS Group) – Business School - Paris 2008
- **BTS Management of Commercial Units (Bac +2)**  
INTS – Institut National des Techniciens Supérieurs - Paris 2006
- English                      Professional
- Spanish                      intermediate
- Informatic skills : Photoshop, Indesign, Dreamwaver, Office Pack advanced level, CMS (SDL Tridion, Joomla, Prestashop), blogs, Social networks, video and photo editing

### Divers

---

- Traveling, Classical Music, Ballet, Social life (bars, restaurants...), video montage, Photo editing