



YANN DIRHEIMER

MARKETING EXPERTISE

37 
YEARS OLD

12 YEARS
OF EXPERIENCE
IN MARKETING

SUPDECO
MONTPELLIER

MBA
MEMPHIS
UNIVERSITY



STRATEGIC and **OPERATIONAL**

GOOD INTERMEDIARY 
BETWEEN TECH & BUSINESS TEAMS



**LEAD
GEN**

**LEAD
NURTURING**



LAUNCH OF NEW PRODUCTS/OFFERS
CREATION OF NEW BUSINESSES



**FLEXIBILITY &
ADAPTABILITY**



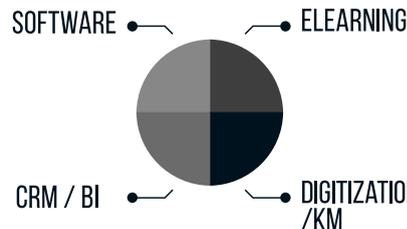
MOBILE

**8 YEARS
OVERSEAS**

**DIGITAL /WEB
SEO/SEM/SMO**



EXPERIENCE IN
IT SOLUTIONS INDUSTRIES



SPOKEN
LANGUAGES



FRENCH



ENGLISH



ITALIAN



SPANISH

MY CV ON :



www.dirheimer.net



www.linkedin.com/in/ydirheimer

CONTACT :



ydirheimer@hotmail.com
06 83 89 59 83



[@YannDirheimer](https://twitter.com/YannDirheimer)



Yann DIRHEIMER

1 rue Hoche - 92700 Colombes
ydirheimer@hotmail.com
+33 (0)6 83 89 59 83
37 years old (DOB 25/08/76)

www.dirheimer.net



LANGUAGES

- **FRENCH** : Mother tongue
- **ENGLISH** : Fluent
- **ITALIAN** : Fluent
- **SPANISH** : Conversational
- **GERMAN** : Basic

EDUCATION

- **MBA - University of Memphis Tennessee, USA**
1999
- **Diplôme Ecole Supérieure de Commerce, Montpellier**
Degree in Business Administration
1995 – 1999

IT SKILLS

- Microsoft Office
- CRM (Salesforce.com)
- Dreamweaver / Fireworks
- HTML Programming
- Analytics
- SEO / PPC / SEM / SMO



CONTACT ME

EXPERIENCED MARKETING PROFESSIONAL

- 12 years of experience in Marketing (B2B/B2C, Online/Offline, Lead gen / nurturing)
- Extensive knowledge of digital / IT projects (web, CRM, e-Learning, software)
- Speak fluent French, English, Italian, conversational Spanish and basic German
- American MBA + French business degree

WORK EXPERIENCE

- 3 months**
SENIOR MARKETING MANAGER FRANCE, SUNPOWER – Paris (Energy)
Since Jan 14
 - Manage the Marketing Strategy (B2B & B2C) for France
- 4 years**
HEAD OF MARKETING, LOCARCHIVES – Paris
(Consulting, RM, Archiving, Digitization)
Nov 09 – Dec 13
 - Manage the Marketing strategy – launching new offers – positioning on new markets such as digital archiving, records management, and digitization – managing lead gen campaigns – offline (events, adverts, DM..) , online (Email, SEO, SEM, SMO..) and PR
 - Managed the marketing department (operations, team, budget)
- 4 years**
MANAGING DIRECTOR, IDC GLOBAL FRANCE – Paris (Software)
Nov 05 – Oct 09
 - Managed the launch of the extr@immo brand – real estate software (SaaS) + websites
 - Created and managed the company – French branch of IDC GLOBAL US
 - Managed the business : Sales, Marketing, Technical development with the teams in NY, Paris, Madrid
- 4 months**
WEB MANAGER, BRITISH RED CROSS – London (Charity, Training)
June 05 – Sept 05
 - Managed the digital marketing strategy – launched e-Commerce website and web community – for the Commercial Training department
- 2 years**
MARKETING MANAGER, UKEU WORLDWIDE – London (e-Learning)
July 02 – June 04
 - Designed and implemented marketing plans for eLearning programmes, targeting consumer markets across key territories (UK, Europe, South America, Asia, Middle East, Africa) – selling direct or via local partners
 - Developed and implemented of a comprehensive corporate web marketing strategy (extensive email campaigns, online promotion, SEO, online affiliations, online partnerships, web communities)
- 2 years**
BUSINESS MANAGER, BUSINESS INTELLIGENCE – London
(Events, Research, Publishing)
May 00 – June 02
 - Managed a profit centre – launched and promoted across Europe various services under the “ECCS” brand: online portal for CRM professionals, reports and business events
 - Managed the project’s team and budget
 - Developed and implemented a Europe-wide marketing strategy
 - Results: June 2002 – With 31 000 members, ECCS has become profitable and a reference on-line community. CRM 2002 is the biggest CRM show in Europe.
- 10 months**
WEBMARKETING MANAGER, BUSINESS INTELLIGENCE – London
Sept 99 – June 00
 - Managed the web marketing strategy: launch of e-commerce website + SEO
 - Promoted and organised various business events (conferences, exhibitions...)
- 1 year**
MARKETING COORDINATOR, BUSINESS INTELLIGENCE – London
1997 – 1998
 - Coordinated direct marketing campaigns and administered the marketing database