



**FRÉDÉRIC
BOUFFIER**

WEBMARKETING E-COMMERCE / SEO

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Driving licence and car



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More SKILLS..

OFFICE



SEO



HTML / CSS



PHOTOSHOP



ENGLISH & SPANISH

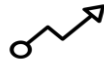


1995 - 1997

IUT Aix-en-Provence
DUT (BTEC)
Mechanics and physics
(including computing)

1997 - 2000

Grenoble Management School
MA in business administration,
ITC specialist



E-BUSINESS :

2003-2007 : E-business management

TO increase from 0 to 12M€/year

2008-2017 : Design and management of multiple e-commerce websites

TO in M€ CA, traffic increase X1000, more than 150000 orders concerned



WEBMARKETING

INBOUND Marketing

SEO / SEM / SEA/ CMO

Multichannel promoting campaigns

CRM, Emailings & Newsletters

Traffic analysis, KPI

UI/UX Optimisation : customer path, transformation rate,

CAC and the most important : ROI !

...



SKILLS

Project management, Agile (Jira, Trello)

Management of 5 persons team

Google Analytics, Adwords, Console, Docs, Drive

Semrush, Yooda, Alexa, Ahrefs..

CMS Wordpress, Prestashop, Magento, Joomla..

Marketplaces Amazon, priceminister, ebay...

CRM (project at Gemalto)

ERP (Project for the DGA), Autocad LT

Classical Communication /events/fairs...

EXPERIENCE

2017
2008

Aix-en-Provence

MacDan, **Conforama** Pepkor group /permanent

E-COMMERCE manager and consultant B2B B2C

More than 150000 orders

2008

Paris

France Télévisions / 6 mo mission

WEBMARKETING MANAGER

for frenchTV E-LEARNING websites

2007
2003

Paris

Festo (B2B robotics 1 MM CA)/ CDI

MARKETING WEB & E-COMMERCE B2B MANAGER

Result : Annual TO increase from 0 to 12 M€ in 4 years

2002
2000

Casablanca

Emerson (industrial automation) / volunteering

MOROCCO COUNTRY MANAGER

2000
1998

Marseille

Gemalto (Smartcard leader)/ Apprentice 2 years

CORPORATE DATA MANAGER / CRM project

1997

Toulon

DCN-DGA internship 6 mo

ERP project for Rafale flying fighter and N-Sub