



MARIE WHITE (BORNE)

☆ #Digital Senior Consultant #E-business #Marketing

in LinkedIn

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Mon blog

48 years old

Driving License

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## CONTACT

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## EXPERIENCES

### ☆ #Digital Senior Consultant #E-business #Marketing

White Web-Consulting - Since February 2017



- My objectif : Help companies to perform online!
  - > Definition & implementation of the digital strategy
  - > Activation of a network of reliable experts on specific themes and according to needs (Writing, Graphic design, UX, data, dev, recruitment...)
  - > Support & management of teams, training and skills transfer;
- To guarantee your growth, I help you and your team on the implementation ....

### Web-marketing director

PhotoWeb.fr - May 2015 to February 2016 - Full-time - Grenoble - France



- Web-marketing director 10 month contract  
As the head of the web-marketing department for Photoweb.fr, a French leader in the field of online photo development, and a pure player and specialist in photo products, my mission has been to manage the web-marketing service with a team of 10 people :
- Conduct and follow up the process of new customer sourcing performance: SEA, private sales, affiliation...
- Conduct and follow up of loyalty program performance: segmentation, promotional activities ...
- Conduct and follow up of SEO performance and continuous improvement: positioning, ergonomics ...
- Conduct and follow up graphics development
- Head of the global marketing budget, sales, product and new service performances.

### E-business Manager

EUROCAVE - June 2013 to June 2015 - Full-time - Lyon - France

- • Newly created position: How to use e-commerce as a lever for sustainable growth in a cross-channel environment in France for Eurocave?
- • Audit of the business organization - resources; information flows, sales organization; logistics
- • Online analysis: KPI analysis, objectives definition, priorities definition, allocation of requirements against existing resources.
- • Off & online competitive study and analysis of the potential market.
- • Creation: BtoC E-business for the French market in a cross canal environment
  - > Clients services set up
  - > Web marketing set up (SEO; Newsletter, SEA...)
  - > Integration of different company departments: communication; sales, IT...
- • Creation: BtoC E-business for the German market.
  - > Training of the local team
  - > Web marketing set up (SEO; Newsletter, SEA...)
- • Creation: BtoB E-business for the French market in a cross canal environment
  - > Client services training
  - > Web marketing set up (SEO; Newsletter, SEA...)
  - > Integration of different company departments: communication; sales, IT...

### E-business manager

cresus.fr - September 2008 to June 2013 - Full-time - Lyon - France

- • Newly created position: Adapt, track and boost sales from [www.cresus.fr](http://www.cresus.fr) while integrating the strategy within the context of traditional trade
- • Management of marketing budgets
- • Define and track web-marketing plan, annually.
- • KPIs definition and monitoring and monthly reporting to management
- • Team coordination and that of external service providers (managing a team of 5)

## ABOUT ME

Master in Business Studies (MBS)  
17 years of experience in E-Commerce & Digital - Bilingual in English.

Fallen into the web in the 2000s in Dublin during the economic boom and the Internet bubble, this channel has always fascinated me by its potential, the size of its catchment area and its rapid evolution.

17 years later, still active in the digital & e-business, I had the chance to observe the evolution of consumer behavior, a new world led by community of Consumers (or "consum'actor") ....

Today, the company must learn to put the consumer at the center of its problems and integrate new interactions with him. It shall include all the new data and new tools available...

Through my experience, I like, in my professional life, actively participate in this development at the heart of the company...

- • Monitoring of various levers: SEO, SEM, Usability, Affiliate, Display, Retargeting, web 2.0 (blog: [www.lovetime.fr](http://www.lovetime.fr)) and E-business market intelligence
- • Implementation of customer care and loyalty strategy
- • Implementation of m-commerce strategy (cresus.mobi)
- • Market watch, E-competition and reputation

## Marketing Manager

**ADCOM internet - May 2008 to July 2008 - Full-time - Lyon - France**

- Implementation of marketing tools: market research, needs analysis
- Monitoring of specific clients: weekly and monthly reports on SEM and SEO. Monthly optimization on clients websites

## On and Off line marketing Manager

**AILLEURS VOYAGES - September 2003 to April 2008 - Full-time - Lyon - France**

- New post : Implementation of operational marketing and web development :
- Internet development : In partnership with the production manager and director of the 25 travel agencies, creation of the BtoC website [www.ailleurs.com](http://www.ailleurs.com). Elaboration and implementation of the Internet strategy: SEO, affiliation program (public Idea), newsletter. KPI monitoring.
- Off-line Marketing of the 25 Travel agencies of the group: Uniformity of the image, customer relations, preparations for exhibitions, creation of materials for trade shows, creation of brochures and all marketing tools ...
- BtoB marketing for all brands of the group: Ailleurs, Afrique Authentique, Guyane Authentique, Stratéo : standardization of the image, publications, exhibitions ...
- Internal communication: creation of the internal newsletter ...

## Marketing Executive

**DIBS Marketing - September 2002 to August 2003 - Full-time - Lyon - France**

- Marketing studies for specific clients abroad
- Satisfaction surveys

## Online Marketing Executive

**HOSTELWORLD.COM - July 2000 to November 2001 - Full-time - Dublin - Ireland**

- Hostelworld.com is a site selling beds in hostels or low budget hotels and tours for independent travelers. The head office is based in Dublin, Ireland.
- In the premise of the Internet and online marketing, my job was to market hostelworld.com online with the techniques of the moment. It was important to learn about new techniques and technologies in the market.
- We had recorded more than 200 DNS (hostelworld.com but [www.hosteldublin.com](http://www.hosteldublin.com), [hostelireland.com](http://hostelireland.com), [hostelaustalia.com](http://hostelaustalia.com) ...) The next step was to track the natural search with regular submissions.
- Création de nouvelles opportunités en B to B : Promotion du System Inbox (pour hôtels) à des clients potentiels. Définir les stratégies et les mettre en application.
- B to B marketing : Promotion of System Inbox (for hostels) to potential customers. Define strategies and implement them.
- B to C Marketing: Finding new customers and retaining existing customers. (+ newsletter information about the company) ....
- Internet Marketing: Advertising of 200 websites on search engines and directories.
- Implementation of KPIs and monthly reporting
- Reporting with Webtrends software and Web Position of our affiliated sites.

## SKILLS

### Internet Marketing

- Traffic acquisition strategy
- Cross-channel strategy
- Internet marketing

- SEM / SEO
- Ergonomics
- Social media
- M-commerce

## Analysis and Strategy

- Dashboards with tailored KPIs
- Definition and monitoring of the marketing plan
- Definition and management of budgets

## Management and projects monitoring

- Specifications
- Budget
- Implementation and projects monitoring
- Controls and adjustments

## Management

- Team Management
- Influence Skills

## EDUCATION

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### MBS - Master in business Studies

UNIVERSITY COLLEGE DUBLIN (MICHAEL SMURFITT GRADUATE SCHOOL OF BUSINESS)

September 1998 to June 2000

### BA Honors in business studies

UNIVERSITY OF ABERTAY DUNDEE, ECOSSE

September 1997 to June 1998

### MGE - Marketing et Gestion des entreprise

IDRAC LYON - BUSINESS SCHOOL

September 1996 to June 1997

Marketing and Finance

### Leaving certificate

LYCÉE ARAGON - GIVORS

September 1994 to June 1994

Leaving certificate in science

### DPECF

CRESPA - LYON

September 1994 to June 1996

Diploma of Accounting and Financial Studies

## INTERESTS

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### Traveling

- Morocco, Greece, Spain, Portugal, Martinique, Reunion, Italy, Libya, Sri Lanka
- 5 years in Ireland
- 1 year in scotland
- 1 year in India
- 1 month in Thailande

## Sport

- Swimming,
- Skiing