



# Félix Jeanne

26 years old

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http://felixjeanne.com

## EDUCATION

**Saint-Michel-de-Picpus**  
Classe Préparatoire ECE

**EDHEC Business School**  
Master in Management  
Master of Science in Entrepreneurship

## MAIN SKILLS

**Marketing - Search / Display**  
Both on-page & off-page SEO  
Adwords & Fb Ads

**Analytics**  
Google Analytics Qualification  
Other Tools (GTM, Hotjar, AB Tasty...)

**Drawing**  
Adobe Illustrator

**Languages**  
English (advanced) & Spanish (Intermediate)  
HTML/CSS (advanced) & JS (intermediate)

## MAIN INTERESTS

**Sports**  
Volley-ball (twelve years practice)  
Fishing (sea bass)

**Culture**  
Cinema (Sorrentino, Nichols...)  
Litterature (Gary, Kapuściński...)

## CURRENT OCCUPATIONS

from September 2017  
**fifty-five**  
**Data Analyst**

from February 2017  
**Rutabaga.co**  
**Founder**  
A newsletter about ecology : <http://rutabaga.co>

## WORK EXPERIENCE

July 2016 - February 2017  
**eFounders - illustrio**  
**Associate**

**Marketing Acquisition & Retention**  
Finding hacks to attract potential customers.  
CRM strategies to retain them (mailflow, coupons...).

**Sales & Business Development**  
Responsible for selling illustrio to big companies.  
Implementing lead generation campaigns.

**Product Strategy**  
Acquiring and negotiating all the assets on illustrio.  
Defining the roadmap for new features to come.

**Legal**  
Producing all the legal material for illustrio platform.

January 2014 - July 2014 (Berlin)  
**Bonial**  
**Assistant Web Marketing (intern)**

**Mobile Acquisition**  
Campaigns to increase app downloads.

**Traffic Management & Reporting**  
Managing Organic and Paid Traffic on the website.  
Building tools to predict traffic per channel.

June 2015 - June 2016 (Paris)  
**WeRomantic**  
**Co-founder**

**Search Engine Optimization and Advertising**  
Getting on first page for competitive keywords.  
Acquisition tests on Adwords and Fb Ads.

**Analytics & Optimization**  
Setting business objectives and analyzing traffic.  
Improving the website through AB Testing.

**Content Creation**  
Writing articles and designing infographics.

**Training**  
Training of two interns: Web Marketing fundamentals.

June 2013 - December 2013 (Paris)  
**Fox Pathé Europa**  
**Assistant Product Manager (intern)**

**Product Design**  
Creative briefs with design agencies.

**Distribution**  
Implementation of a new digital distribution platform (UltraViolet).