

Christophe Caron

Date of birth: 23/06/75 (33 years old)

Nationality: french

Marital status: single

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Internet Project Manager / e-Business Manager

PROFESSIONAL EXPERIENCE

Since Juillet 2005: e-Business Manager

Nauticom – Marseille (France) www.nauticom.fr

- Complete handling of the multilingual e-commerce website on technical, functional, graphical and webmarketing aspects.
 - Development of the online shop with back-end management system
 - Integration with ERP and logistic tools (XML stream)
 - Management of sponsored keywords campaigns (SEM), ROI optimisation
 - *Implemented technologies: Apache, PHP, MySQL, Flash*
- Design of online banners and print ads.
- International sourcing of products (US and Asia)

February 2004 - july 2005: Freelance IT Consultant / Webdesigner

Wanakasa – www.wanakasa.com

- Consulting, design and realisation on Web projects.
 - *Implemented technologies: Apache, PHP, MySQL, Flash*
- Major project: **CIEL project** (International Skills Validated by Software) in the field of Léonardo Da Vinci european project. E-learning project for international trade training,
 - XML/XSL consulting and development, graphical design
 - Transverse management of partners
 - *Implemented technologies: IIS, .NET, SQL Server*

January 2001 - october 2003: IT Consultant / Project Manager

Kalipso/SCS Tekworld France
Sophia-Antipolis (France)

- IT project management and team management ; Technical and functional consulting on several LAMP (Linux-Apache-MySQL-PHP) platform web projects.
- Major project: **Central Bank of Tunisia**: Extranet to follow the financial loans allowed to families. Development in partnership with a local company.
 - Technical and functional specifications writing
 - Reporting to BCT management team and development team management (5 persons)
 - Design of technical architecture
 - *Implemented technologies: Cold Fusion, Oracle 8i, Linux*
- **France Telecom**: Mobile portal intended for group employees, available via WAP and PDA.
 - Project management
 - Technical and functional specifications writing
 - Design of technical architecture
 - *Implemented technologies: Wokup! Application server, Windows 2000 server, Resin, PHP, Apache, MySQL with data replication, Linux*
- Other examples of websites : Grasse Tourism Office: www.grasse-riviera.com, Universal Federation of Travel Agencies Associations: www.uftaa.org

April 2000 - december 2000: IT Consultant

RTSE France – Sophia-Antipolis

- Functional and technical consulting for designing intranet, extranet, WAP solutions ; formulation of proposal.
- Major project: **SMTM** (Syndicat Mixte des Télécommunications et Multimédia-Conseil Général des Alpes Maritimes): Implementation of an extranet on 163 cities in French Riviera.
 - Formulation of proposal to call for tenders
 - Functional specifications writing, functional and technical consulting, project following

- **TOTAL FINA ELF:** Functional and technical consulting on Communication Internet Portal reengineering for Exploration-Production branch.

September 1998 - february 2000 : IT Project Manager / Webdesigner **BIGBOSS S.A.** - Aix en Provence

- Major project: **Corsica Ferries:** Online booking website (www.corsicaferries.com).
 - Graphical design, realisation and project management
 - *Implemented technologies: IIS, ASP, Access, MySQL*
- Design and realisation on static and dynamic websites.

August 1998: Creation of BIGBOSS S.A. - Aix en Provence (France)
Associated founder of an Internet Service Company.

- Feasibility study, business plan formulation, partnership development.

September 1997 - july 1998: Freelance

- **IIFT** (International Tourism Training Institute - CCI Marseille-Provence) :
CDROM creation for presenting the school and their students.
- **Aix-Marseille II University :**
Website creation in the field of Léonardo Da Vinci european project.
- **AUCHAN :** Realisation of a project for setting up HTML interactive terminals on sale surface.

COMPUTING KNOWLEDGE

- HTML and Website management tools: GoLive, Dreamweaver.
- Languages: XML, XSL, HTML, CSS, JavaScript, PHP, ASP.
- Application servers: Apache, IIS, Site server, Resin, Samba, Exchange, Wokup.
- Databases: MySQL, SQL Server.
- Project management: MS Project, Gantt diagrams.
- Image processing/DTP: Photoshop, Illustrator, Xpress.
- Networks: Ethernet architecture and TCP/IP protocol, Firewalls.

WEBMARKETING KNOWLEDGE

- Search Engines Optimisation for website (SEO).
- PPC Campains Management on Adwords and Yahoo! Search Marketing.
- ROI optimisation with webanatytics tools.
- Setting up and management of affiliate campains.
- Competitive intelligence.

EDUCATION AND TRAINING

2008: Google Advertising Professionals Agreement

2006: Training course: Webmarketing and Business Intelligence - ESSEC Management Education (France)

1998: Master in Economics, International Economics level - Aix-Marseille II University (France)
Report subject: Electronic payment on the Internet: Inventory and analysis

1997: Licence in Economics, International Economics degree - Aix-Marseille II University (France)

1993: Baccalaureat (A-levels) B serie Economics – Jean XXIII High School – Reims (France)

LANGUAGES

- French: Mother tongue
- English: Good skills, both written and oral (Stays in England and USA).
- Spanish: Scholar (Stays in Spain).

ADDITIONAL INFORMATION

- Driving licence A and B (Car and Motorbike).
- Sports and leisures: Tennis, Squash, Cinema, Travels.