

EDGARD TROADEC

PROJECT / PRODUCT MANAGER

MONTRÉAL



Website

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Cell

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Email

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+ WORK EXPERIENCES

- 2016-present **Bleublancrouge - Creative agency - MTL**
Account director
 Currently managing Ubisoft Canadian's marketing campaigns.
 Main tasks : Marketing & advertising strategy, customer relationship, project management, team management, budget control.
 Improved customer profitability by 25%
- 2011-2015 **Hi-Digital - Web agency - Paris**
Co-fondateur / Project director
 Hi-Digital has been created in order to develop companies' Internet presence. After 5 years the agency has become an expert in digital and e-commerce by working for major French organizations.
 Main tasks : Sale, networking, marketing strategy, customer relationship, team management, project management, web development, hosting.
 Doubled turnover each year, engaging more than 50 active customers
- 2010-2012 **M4Media - Advertising house - Paris**
Advertising Manager / Sales
 Main tasks : Online campaign integration, ad server implementation, advertising space sales, retargeting, CPC, CPM.
 Improved the advertisement space by 20% and increased remnant advertising turnover of 100k €. (M4Media is now Newweb Régie)

+ EDUCATION

- 2009 **MBA**
Internet Trade Marketing
 Léonard de Vinci - Paris
- 2008 **Master**
Web marketing & advertising
 Sup de pub - Paris
 Including 6 months in Sweden
- 2007 **Bachelor**
CRM & Management (double degree)
 ESC - Larochele

Young entrepreneur brimming with ideas, searching for new challenges in Montreal. My versatile profile includes experience creating and working in several companies in the web and advertising sector.

Languages : French & English

+ PROFESSIONAL SKILLS

	average	good	skilled
Customer relatio. Management	●●●●●●●●	●●●●●●●●	●●●●●●●●
Marketing strat. Web-marketing E-commerce Project management	●●●●●●●●	●●●●●●●●	●●●●●●●●
SEO / SEM Social media Display / Retargeting	●●●●●●●●	●●●●●●●●	●●●●●●●●

+ TOOLS BOX

	average	good	skilled
Google apps Mac/MS Pack & OS Web Dev & CMS Advservers Photoshop	●●●●●●●●	●●●●●●●●	●●●●●●●●

+ WORK/LEISURES BALANCE

