



# ROBIN MONNIER

CHIEF MARKETING OFFICER  
21 YEARS OLD

## CONTACT ME



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## OTHER

Inbound Marketing Certified  
- *HubSpot Academy*

Google AdWords Certified  
- *Google*

HACKING INDUSTRY CAMP  
SCALINGO PRICE

STARTUP WEEKEND  
STRASBOURG  
PROJECT LEADER

## WORK EXPERIENCE

- **CHIEF MARKETING OFFICER - COWASH** / SINCE NOV 2017  
CMO of the startup Cowash. Marketing Strategies Development. Media advertising. Data reporting & analytics. Budget, Planning. Events & Offline Marketing management. CRM. Automation. Business development (B2C & B2B). Graphic designer. Marketing apps development applied to Cowash. Team management. Performance & Financial reporting.
- **PARTNER AT VERTIGE GALERIE, LUXURY DESIGN** / JAN-OCT 2017  
Marketing & Sales Manager. Digital Project Management. Business Development. Event Supervisor. Financial accounting. Business Strategist.
- **DIGITAL MARKETING, BUSINESS CONSULTANT** / 2015-2018  
Digital Marketing Consultant for different companies and entrepreneurs in Paris and Laval. Website creation, digital marketing strategies development including Social Media & Inbound Strategies. Branding. Business Development. Global consulting (IT, Communication).
- **GLOBAL MANAGER** / 2012 - 2014  
Global Manager for an online 3D video game platform called "FlyMyWorld" with more than 1000 users logged in in real time. Teams management with various profiles (graphic designers, programmers, community managers, sysadmin, 3D artist, game designers, customer service specialists, bloggers...). Evolution in a complex environment, technically (4 dedicated servers hosting web services, game servers, secure payment platform...) and socially (management of 20 people remotely and hundreds of customers requests each week).

## PROFESSIONAL SKILLS

- **DIGITAL MARKETING**  
Marketing Strategies  
Landing Page, Copywriting  
CRM, Automation, Emailing  
SEO/SEA (FB Ads, Adwords)  
Inbound Marketing
- **PROJECT MANAGEMENT**  
Specification Writing  
Team Management  
Budget & Planning  
Customer Relationship
- **WEB, PROGRAMMING**  
HTML/CSS, PHP, MySQL  
SEO  
WordPress CMS, Git tool  
C, Java, Ruby, Nodejs (fundamentals)
- **OPERATING SYSTEMS**  
Windows 7/8/10/Server 2008  
Mac OSX High Sierra, iOS11  
Unix System, Debian
- **SOFTWARES**  
Adobe CC  
Zoho CRM  
Office 365, Google Suite  
Trello, Slack, Workplace
- **LANGUAGES**  
English (professional proficiency)  
French (fluent)  
Spanish (fundamentals)

## EDUCATION

- **WEB PROJECT MANAGEMENT - DIGITAL MARKETING SPECIALIZED** / 2016-2017  
IESA Multimédia, OpenClassrooms
- **COMPUTER SCIENCE** / 2015-2016  
EPITECH - European Institute of Technology

## SENSIBILITIES

INNOVATIVE TECHNOLOGIES  
EDUCATION AND TRAINING  
ENTREPRENEURIAT  
WRITING  
ECONOMY AND FINANCE  
ART AND CINEMA  
PIANO MUSIC