

Yann Le Guoic

21 years old, French nationality
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OBJECTIVE: Dynamic student seeking a challenging internship.

KEY COMPETENCIES

- Entrepreneurial, Project & achievement oriented
- Hard working, adaptable, high cross-cultural sensitivity, team player
- Native French, fluent English, conversational German, basic Spanish
- IT skills: Excellent working knowledge of Microsoft Word, PowerPoint, Excel, Project, Photoshop, Access, SPSS, and basic coding in HTML, Flash, VBA, & PHP/MySQL.

PROFESSIONAL EXPERIENCE

2007:



Country Manager France - Frazr GmbH – Early stage Startup – Berlin, Germany (3 months)

VC-backed startup editing a micro-blogging internet platform in 3 languages.

- Recruited, built and coached a 5 person team to launch the product in French.
- Budgeting and financial planning.
- Ensured a viral growth through extensive community management.
- Organized a communication campaign in mainstream media that resulted in paper, TV & online press coverage.
- Developed relationships within the French blogosphere and opinion leaders.
- Negotiated with the major Telco and service providers for contents integration.

<http://www.frazr.com>



Online Marketer – studiVZ Ltd. - Internet Startup – Berlin, Germany (6 months internship)

studiVZ operates large-scale online social networking platforms in various European countries, among them Germany's #1 and #2 websites by page impressions. Responsible of all online marketing activities & development for the French Market.

- Established best practices in online viral marketing through metrics analysis.
- Planned and executed a new SEM (Adwords) campaign, increasing ROI by 80%.
- Created, directed and Implemented various marketing projects in innovative field such as advergaming, alternate reality games, guerilla marketing, video buzzing marketing.
- Business development according to the growth strategy.
- Conceived & budgeted an online advertising plan.
- Managed a 3 person team.

<http://www.studivz.de>

2006:



Customer Service Representative – Hertz Europe Service Centre Ltd. – Dublin, Ireland (3 months)

Handled customers' requests on the phone for the French, Irish and UK Market. Evaluated possible Financial adjustments. Prioritized the requests for the others teams. Ensured excellent relationships with key accounts. <http://www.hertz.ie>



Door-to-Door Sales Representatives – Mainly Art – Australian Art Company – Dublin (1 month)

Achieved team sales targets, prospected and researched new sales area. Increasing sales in my territory by 150% in one month.

2005:



Junior Entrepreneur - Marketing Méditerranée – Consulting – Marseille, France (15 months)

Organization of the first Euro-Mediterranean meeting of "Junior Entrepreneurs" in Marrakech, Morocco. Coordinated partnership and sponsorship research. Found & Reviewed event localization. Collaborated on the press campaign. Webmaster of the project.

<http://www.market-med.com>

EDUCATION

Sept.07 - Present

UQO University, Hull-Ottawa, Canada

Exchange student, B.A. in business Administration, majoring in quantitative finance.

Sept.05 - Present

Euromed Marseille: School of Management, Marseille, France

Bachelor's degree in International Business. Graduation expected: Dec. 2008

June 2005

Lycée Victor Hugo, Hennebont, France

A-level equivalent with honours (Subjects studied: Mathematics, Economics, Sociology, Philosophy and History).

PERSONAL INTERESTS

French Literature and philosophy

Sports: swimming, soccer

Entrepreneurship, intercultural management

Internet: Web 2.0, social media, online communities, product design, video games.

Associations: The Ottawa Social Media Meetup Group, Young Entrepreneurs Association of Canada