

BOUDIN Cedric
22300 Lannion
France

SALES MANAGER / DIGITAL MARKETING



Courriel : [cbfrance\(at\)gmail.com](mailto:cbfrance(at)gmail.com)
Twitter : [@cedricbou](https://twitter.com/cedricbou)
Web : www.boudin.it

WORK EXPERIENCE

05/2009 – 08/2012 – **Sales & marketing manager, LASEO**, Lannion (France).



Main duties :

- ✚ Meet the sales targets of Laseo through effective planning and budgeting. Laseo manufactures professional laser solutions for industrial purposes.
- ✚ Prospect, develop the sales prospect pipeline and the leads of professional clients.
- ✚ Visit prospects to qualify their demand before sending an engineer.
- ✚ Determine and setup a new marketing strategy to meet the sales target.
- ✚ Community manager : develop the reputation of the company on the internet to develop the leads through the website. Main tools used : complete revision of the website, company blog, viadeo, linked, facebook, twitter, vimeo, Pinterest, etc.
- ✚ Setup of new to follow the activity : CRM, prospection and phoning plan, clients follow up.
- ✚ Optimization of the communication of the company (internet communication strategy (SEO, SEM, Adwords), conception of communication kits for distributors, participation in professional trade shows).

04/2008 – 03/2009 – **Business developer for Samsung Camera, Samsung Electronics France**, West of France.



- ✚ Prospect and visit camera stores to promote Samsung products.
- ✚ Increase sales of Samsung cameras.
- ✚ Train the selling team to new products to give them all the tips to sell the Samsung cameras.

06/2006 – 03/2008 – **Brand ambassador in Orange retail stores, Orange**, Sables d'Olonne, Laval, Le Mans -France.



Main duties :

- ✚ Shine in customer service.
- ✚ Meeting and exceeding sales goals.
- ✚ Customer follow-up and retention.
- ✚ Keep abreast of the rapidly-evolving Orange telecommunication technologies.
- ✚ Educate the selling team to the latest offer and services available for the customers.

12/2004 – 05/2006 – **Project team manager, @tmospheres**, Voisin Le Bretonneux (France).

- ✚ Responsible on a Road Show for the brands Sony and Intel. I had to organize the all implementation of our material and furniture in the city center of each town we have visited. I had to conduct the eight demonstrators who had to present the products to interested people.
- ✚ Writing a daily report would allow me to follow the results of the event day by day.

04/2004 – 10/2004 – **Telemarketing, Financial services of La Banque Postale**, Paris (France).



Responsibilities included :

- ✚ In agreement with the direct marketing department, my duties were to compose the phoning guide which was used to sell the bank products over the phone.
- ✚ Reportings of each campaign and analyse of the results to get better responses or to collect information to enhance the services that we were offering to customers.
- ✚ Working independently using my own initiative in accordance with the objective of the marketing objectives of the company.

10/2002 – 12/2002 – **Field sales representative, Impact**, Levallois Perret (France).



Duties :

- ✚ Present High-tech products to the customers to arouse their acquisitiveness.

03/2002 – 07/2002 – **Consultant Overland, TMA Global Ltd**, Plymouth, (England).

Responsibilities included :

- ✚ Telemarketing (utilising language skills), business to business.
- ✚ Data input using Access databases.

EDUCATION

2003-2004 – **Master Marketing, Communication et Stratégies Commerciales**, INSEEC, Paris (France).

- ✚ A master degree in Marketing with a specialization in international business.

2001-2003 – **MSG Université DAUPHINE**, Paris (France).

- ✚ French degree equivalent to a BA. An overview of the business world, its environments and the operation of organizations - all with an international perspective.

2000-2001 – **Licence commerciale professionnelle**, IUT d'Aix en Provence (France).

- ✚ Diplôme Universitaire d'études supérieures technico-commerciales. One year degree destined to technical graduated students who wished to learn the business knowledges to work as a commercial position using their technical background.

1999-2000 – **BSc Electronics and Communication Engineering**, University of Plymouth (England).

- ✚ First semester of this BSc to complete my french degree in electronics and to improve my English.

1997-1999 – **DUT GEII**, IUT d'Angers (France).

- ✚ Diplôme Universitaire de Technologie en Génie Electrique et Informatique Industrielle, French degree. A two-years degree course in electronics and industrial IT.

OTHER SKILLS & INFORMATION

Computer skills : Office, Internet and web design and hosting (Dreamweaver, Wordpress, HTML), Photoshop and lots of open source software : Gimp, Blue Griffon, Open Office et Libre Office, Sugar CRM and more.

Languages : English (Fluent, one year and half spent in England),
Knowledge in German (10 weeks trainee in Hamburg).

Leisures : *Travels* : Journey around Europe and other to visit a country but also to meet a different culture (Praha, Budapest, Barcelona, Amsterdam, Warsaw, Krakow, Stockholm, Dubai, Sofia, Skopje, Brussels, Copenhagen, London, Lisbon, Madrid.)

Sport : Windsurfing, sometimes take part to dilettante contests. Kitesurfing : still a beginner but I like the feeling of the sea spray. Running which help to keep fit and relaxed .

First aids.

NGO : JCI member.

REFEREES

Ms Cassie BOND.

<http://uk.linkedin.com/pub/cassie-bond/18/410/482>