

Christophe Lance – 13.7.1970
Tel. 022 731 64 71 – Mobile: 078 674 64 02
Email: info@internet-marketer.ch
www.internet-marketer.ch, www.cherche-suisse.ch



Communication and internet marketing specialist, webmaster

Career profile

From may 1995 to march 2009 at JCP marketing et communication SA:

- **Multimedia project management** for the State and University of Geneva.
- **Project management in communication and advertising** : corporate identities, corporate brochures, flyers, monthly reports, books, posters, press ads, technical sheets or booth design.
- **Design, project management, programming and webmastering** of more than 50 corporate websites, blogs, discussion forums, CMS (Drupal and Joomla) or ecommerce with secure payment.
- **Projects presentation, account management**, training and technical support.
- **Website auditing** for Fischer Connectors, Chambre économique du Nord Vaudois and Clinique Générale-Beaulieu.
- **Internet marketing and website promotion** : development of advertising campaigns, HTML newsletters for emailing campaigns, search engine optimization and promotion, ecommerce websites.
- **Main references**: State of Geneva, economic institutions, international events, health and banking sectors, one of the main private clinics in Geneva. Please ask for more details.

Teaching and writing skills

- 1997 **Coauthor of the book** Demain j'arrête d'aller faire les courses – Comment devenir cyberconsommateur edited by GEORG éditeur.
- Since 1999 **Chargé de cours in SAWI** (Centre Suisse d'enseignement du marketing, de la publicité et de la communication).
- Since 2007 Development of my own website, www.cherche-suisse.ch, about information research and internet marketing in Switzerland.

Internet marketing

- Search engine optimization and web analytics softwares and technical skills (Google Webmaster Tools, Google Analytics).
- Emailing, banner advertising, sponsored links (Google Adwords), website monetization (Google Adsense) softwares and technical skills.

Computer skills

- HTML programming (source+WYSIWYG), CSS, Javascript, Flash (ActionScript), GREG. Development of website design guidelines.
- Good level in PHP/MySQL programming, specialist of CodeIgniter's framework.
- Installation, customization and maintenance of main open source CMS (Joomla, Drupal, Wordpress).
- Integration of web services: Paypal, RSS, Google map, Google custom search, etc.
- Conversion and integration of videos and animations for websites.
- Maîtrise des logiciels de PAO: Adobe Creative Suite CS4 (Photoshop, Illustrator, Acrobat, InDesign, etc.), QuarkXPress.
- AppleScript programming for Mac workflows.
- Basic skills in 3D softwares Maya (training course) and Carrara.
- Project management softwares (tree structure, outliners, mind mapping, knowledge base, gantt/pert).
- Internet marketing and promotion softwares: Advanced Web Ranking, AdWords Editor, DirectMail, Google Analytics and Webmaster Tools.
- Presentation softwares : PowerPoint, Keynote, OmniGraffle and charting softwares : DeltaGraph and Chartsmith.
- Standard Office softwares: Microsoft Word and Excel (Mac or Windows), FileMaker Pro.
- Basic Mac network maintenance.

Education and training

1994 Licence in International relations. University of Geneva (HEI)

1996 Diplôme de marketing pratique. CEFCO

Languages

- French (mother tongue).
- English. Reading, writing, talking.
- German. Good reading skills.

Profils

Linkedin: <http://www.linkedin.com/in/christophelance>

Xing: http://www.xing.com/profile/Christophe_Lance

Miscellaneous

Sports (biking, jogging, soccer). I like reading, travelling and learning new languages.