

## Christophe Lance

**Internet marketing specialist, webmaster**



Rue Cornavin, 11  
1201 Genève Suisse  
022 7316471  
info@internet-marketer.ch  
www.internet-marketer.ch

## Career profile

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Internet marketing specialist and webmaster with 14 years of experience in a communications agency. I designed more than 70 websites and blogs. I am also a lecturer in internet marketing and I co-authored a book on e-commerce published in 1997.

## Professional Experience

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### From april 2009 to today

Webmaster and internet marketing consultant (+20 sites designed). Blog design, corporate website design, online survey and ecommerce site design.

**Internet marketing trainer** by Soprotec SA and University of management, economics and finance. Please contact me for more details or visit my website [www.internet-marketer.ch](http://www.internet-marketer.ch).

### From may 1995 to march 2009 in a communication agency

Project management in communication and advertising : corporate identities, corporate brochures, flyers, monthly and annual reports, books, posters, press ads, technical sheets or booth design.

Multimedia project management for the Administration of Geneva and University of Geneva.

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.

## Training and writing skills

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From 2010 – **Training by Soprotec SA and University of management, economics and finance.** Writing of the course material.

From 1999 – **Training by SAWI** (Centre Suisse d'enseignement du marketing, de la publicité et de la communication). Writing of the course material.

From 2007 – Writing content for websites about internet marketing and search on the web.

1997 – Coauthor of the book Demain j'arrête d'aller faire les courses – Comment devenir cyberconsommateur edited by GEORG éditeur.

## **Internet marketing**

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Search engine optimization and web analytics softwares (Google Webmaster Tools, Google Analytics).

Emailing, banner advertising, CPC advertising (Adwords), website monetization (Google AdSense).

## **Computer skills**

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HTML programming (source+WYSIWYG), CSS, Javascript/jQuery, Flash CS4 (ActionScript).

Good level in PHP/MySQL programming. A lot of experience with the 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 for websites.

Desktop publishing: Adobe Creative Suite CS4 (Photoshop, Illustrator, Acrobat, InDesign, etc.), QuarkXPress.

AppleScript programming for Mac workflows.

Project management softwares (tree structure, outliners, mind mapping, knowledge base, gantt/pert).

Presentation softwares : PowerPoint, Keynote, OmniGraffle and charting softwares.

Office softwares: Microsoft Word and Excel (Mac or Windows), FileMaker Pro.

## **Education and training**

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

1996 Diplôme de marketing pratique. CEFCO

## **Languages**

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French (mother tongue).

English. Reading, writing.

German. Good reading skills.