

## Christophe Lance

**Internet marketing specialist, webmaster**



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## Career profile

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Webmaster, web integrator and developer, internet marketing specialist with 14 years of experience in a communication agency and 9 years as a freelance. I have worked in internet marketing since 1997 and designed more than 80 websites. I am also teaching internet marketing, information monitoring and Joomla in classrooms for Soprotec training center.

## Professional Experience

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### From April 2009 to today

**Working as freelance web developer and webmaster.** Development of a full service of design, maintenance, promotion and audit for websites for english and french speaking customers in Geneva. Design of various multilingual websites, blogs, ecommerce sites, interactive newsletters, ads campaigns (Google Ads, Bing, LinkedIn).

**Internet marketing and Joomla trainer** for Soprotec SA.

**References:** International organizations, clinics and pharmacies, high-tech companies, industry, real estate, fiduciary, communication. 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 JCP marketing et communication SA (communication agency)

Project management, web design, programming and SEO for more than 50 corporate websites, blogs, bulletin boards, CMS or ecommerce.

Communication : corporate identities, corporate brochures, flyers, financial and banking reports, books, posters, press ads, technical sheets or booth design. Account management, training and technical support.

Main references: Département de l'Intérieur of Geneva and the University of Geneva, private clinics, business organizations, economic and banking institutions, international events.

## Internet marketing

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Good knowledge of internet marketing strategy, channels and softwares for search engine optimization (**SEO**), social media optimization (SMO), website analytics (Google Search console, Bing webmaster tools, Google Analytics, Google Tag manager, Google Data Studio), website auditing and brand/information monitoring (Netvibes).

Emailing, online advertising (Google Ads, LinkedIn et Bing Ads).

Design and maintenance of a knowledge base about professionals working in the communication sector in the french speaking part of Switzerland.

## Computer skills

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Good knowledge of programming in HTML 5, CSS 3, Javascript, jQuery, Bootstrap, UIKit, PHP/MySQL, Twig, GREG, Shell programming (Bash), web hosting, version control (Git) and CMS optimization and security.

Installation, customization and maintenance of multilingual **open source CMS** like Joomla, Wordpress or Grav. Web development with « vanilla » PHP and object oriented frameworks like Codeigniter. Development of numerous custom templates for CMS, themes, widgets, components, plugins and modules. Conversion of any custom design in a CMS template.

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

Project management softwares (tree structure, outliners, mind mapping, knowledge management).

Office and Presentation softwares : PowerPoint, Keynote, OmniGraffle, Microsoft Word and Excel (Mac or Windows), LibreOffice, DeltaGraph.

## Training and writing skills

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From 2010 – **Trainer for Soprotec SA**. Writing the course material.

Until 1999 – **Trainer for SAWI** (Centre Suisse d'enseignement du marketing, de la publicité et de la communication). Writing the course material.

From 1997 – Writing content for websites and blogs about internet marketing and web design.

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

## Education and training

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1994 Master in International relations. University of Geneva (iUHEID)

1996 Diplôme de marketing pratique. CEFCO

## Languages

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French (mother tongue).

English. Speaking, reading and writing skills. Daily information monitoring in english.

German. Good reading skills.