

Christophe Lance

Internet marketing specialist, webmaster



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Career profile

Webmaster, web integrator and developer, internet marketing specialist with 14 years of experience in a communication agency and 10 years as a freelance. I have worked in internet marketing since 1997 and designed more than 100 websites. I have also been teaching internet marketing, information monitoring and CMS in classrooms for Soprotec training center.

Professional Experience

From April 2009 to today

Working as freelance web developer and webmaster. Development of a full service of design, maintenance, SEO and audit for websites for english and french speaking customers in Geneva. Design of various multilingual websites, blogs, events portals, ecommerce sites, interactive newsletters, ads campaigns (Google Ads, Bing, LinkedIn). I have a lot of experience with Infomaniak hosting among others.

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/en/portfolio.

From may 1995 to march 2009 for JCP marketing et communication SA (communication agency)

Project management, web design, programming and SEO for more than 50 corporate websites, Flash websites, blogs, bulletin boards, CMS or web catalogs. Communication : corporate identities, corporate brochures, flyers, financial and banking reports, books, posters, press ads, technical sheets or booth design. Responsible for the agency's IT network (Mac OS). Account management, training and technical support.

Main references: Département de l'Intérieur of Geneva, the University of Geneva, Banque Cantonale de Genève, Clinique Générale-Beaulieu, Association des cliniques privées de Genève, academic and diplomatic institutions, international events, communication agencies.

Internet marketing

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

Emailing, online advertising (Google Ads, LinkedIn et Bing Ads) and content management platforms (CMP).

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

Computer skills

Good knowledge of programming in HTML, SCSS/CSS, Javascript (Vanilla, jQuery, React), Bootstrap, Gantry, Ulkit, Yootheme, PHP/MySQL, Twig, Markdown, GREP and Shell programming. Mastering development tools (Visual Studio, BBEdit, MAMP Pro, Chrome devtools), web hosting, version control (Git), packages manager (npm, Composer) and Apache web server.

Installation, customization and maintenance of multilingual **open source CMS** like Joomla, Wordpress or Drupal and CCK (Seblod). PHP development for Wordpress, Joomla, frameworks like Codeigniter and « vanilla » PHP. Development of Javascript scripts for CMS (Articles filter, Shopping cart, Forms, Analytics, Maps, Animations, BMI, etc.). Development of custom templates for CMS, themes, widgets, components, plugins and modules. Conversion of custom Photoshop designs in a CMS template.

Desktop publishing: Adobe Creative Suite CS4 (Photoshop, Illustrator, Acrobat, InDesign, etc.), Affinity Photo/Design, QuarkXPress. Experience with 3D tools (Carrara, Maya, Blender) and video editing (Filmora).

Project management softwares (tree structure, outliners, mind mapping, knowledge management) and Office and Presentation softwares : PowerPoint, Keynote, Pages, Numbers, OmniOutliner, OmniGraffle, Microsoft Word and Excel (Mac or Windows), LibreOffice, DeltaGraph, Devonthink Pro and FileMaker Pro.

Training and writing skills

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

Until 2009 – **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

1994 Bachelor's degree in International Relations. University of Geneva (IUHEID)

1996 Practical Marketing Diploma. CEFCE

Languages

French (mother tongue).

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

German. Good reading skills.