

JULIE CHEVRIER

DIGITAL MARKETING MANAGER

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Results-driven bilingual (French/English) digital marketing professional with over 4 years of experience on both the client and agency-side. Specialized in digital strategy, website re-design management, PPC, and project management.

EXPERIENCE

Dec 2014 - Present

 Chicago, IL

Prevail Health, Digital Marketing Manager - Reporting directly to the CEO

- Responsible for overall digital strategy, to reach, engage and acquire new program users through a combination of SEM, social media and content marketing.
- Developed, project managed and delivered new corporate website (prevailhealth.com) under tight deadlines with refreshed branding, messaging and optimized user experience.
- Optimized and built PPC campaigns on Google Adwords and Facebook.
- Improved usability, design, content and conversion of the program landing pages.

Key achievements: Grew traffic to the program site by **640%** over a 3-month period.

Apr 2013- July 2014

 Boston, MA

Graphique, Web Marketing Specialist - Reporting directly to the CEO

- Developed digital marketing plan, content strategies and built annual content calendar.
- Managed **eCommerce** websites re-design, defined new functionalities (graphiquedefrance.com).
- Oversaw digital campaign process from brief through execution while working cross-functionally.
- Optimized social media and email marketing strategy. Performed A/B testing split.
- Designed and developed new catalog website using Wordpress (graphiquetech.com).
- Planned and implemented in-house SEO, monitored digital efforts via Google Analytics.

Key achievements: Grew online sales revenue by **30%**, Increased customer database by **25%**

Sept 2011- Mar 2013

 Paris, France

Dragon Rouge, Web Communications Manager - Reporting directly to the Group CEO

- Managed the overall online communications of Dragon Rouge design agency.
- Played a key role in the design, implementation and content migration of the new corporate website liaising with IT and managers from other offices (UK, China, U.S,...).
- Areas of focus included SEO, social media, email marketing, PR, corporate website content strategy in English/French (www.dragonrouge.com), and Google Analytics reports.

Aug 2010 – Jul 2011

 Paris, France

EDF, Web Communications Assistant

Developed communication plan, coordinated new IS web portal design, created web content.

EDUCATION

Graduated 2010

 Bournemouth, UK

Bournemouth University

Master of Arts in Advertising & Marketing Communications

Graduated 2009

 Paris, France

Paris 12 University

Bachelor's degree in English and Communications

Languages

French, English – Bilingual
Spanish – Conversational

SKILLS

Website content management – *Advanced*

Email marketing - *Advanced*

Digital project management - *Advanced*

Ecommerce web design - *Advanced*

Google Analytics – *Advanced*

PPC campaigns - *Advanced*

CMS - Drupal, Wordpress, Avetti, Web Sphere - *Advanced*

Email Service Providers - *Advanced*

Web community management - *Advanced*

Search Engine Optimization – *Intermediate*

HTML5/CSS knowledge – *Intermediate*