



NATHAN LEROUX

#DigitalDriven & #DataMinded
English & French native speaker

CONTACT

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CERTIFICATES

- Agile PM Practitioner - April 2019
- Google Analytics IQ - Jan 2019
- Opquast® Web Quality - July 19
- Google Ads - May 2019
- Google TM Fundamentals - Feb 2019
- European Driving licence

KNOW-HOW

- WordPress / Woocommerce
- HTML / CSS
- SEM : SEO / SEA
- Google Ads / Facebook Ads
- Google Analytics 360
- Google Data Studio
- Adobe PSD / XD / PPROJ

SOFT SKILLS

Passionate, Rigorous, Team Player,
Communicator, Multidisciplinary

LANGUAGES

- English – Native
- French – Native
- Spanish – Fluent

EDUCATION

- Masters in Data Marketing & E-commerce - Skema Business School, Lille - 2018/19
- Bachelor in Business Administration, Digital Marketing - INSEEC, Lyon - 2014/18
- Marketing Accelerated Certificate Program - University of California, Irvine - 2017
- French economics Baccalauréat - Lycée Mongré, Villefranche S/S - 2014

EXPERIENCE

ACQUISITION & RETENTION JUNIOR MANAGER

Danone SN France, Limonest, France | September 2019 - February 2020

In charge of the Danone ELN CRM program for Bledina and Laboratoire Gallia (1,4 millions parents). 1.5m€ annual budget management.

- Project lead for reshape of Bledina CRM programs - Budgetary framework & agile rollout plan
- Project lead for launch of Customer Acquisition BlediPOP mobile App - Media rollout plan
- In charge of consumer database commercial pressure, GDPR compliance and run of existing customer loyalty programs (BlédiClub & Laboratoire Gallia Club)

DIGITAL & CRM PROJECT MANAGER ASSISTANT

Danone ELN France, Limonest, France | January 2018 - August 2019

Work on large scale digital projects & website management. Digital agency coordination.

- New bledina.com project - Wordpress mobile first and SEO friendly website
- SEM - Paid & organic search strategy (+145% organic traffic in 1 year)
- Web Analytics - Google Analytics & Data Studio dashboarding project,
- Digital Brand Content management - Over 1000 baby food recipes (+200% traffic in 1 year)
- Customer loyalty program management - Partner development, couponing platform
- CRM Emailing & SMS - New mobile first templating & content (+2pts open & clic rate)
- Pinterest Content management - launch of Pinterest account & content strategy

BUSINESS DEVELOPER

ViniTIC SAS, Chalon-sur-Saone, France | January 2017 - March 2017

In charge of launching the ViniTIC product : an application designed for winemakers to communicate more efficiently on the internet. Establishing and launching prospection and marketing strategy, press relations, community management.

CUSTOMER SERVICE COUNTRY ASSISTANT MANAGER

Bilua E-commerce, Barcelona, Spain | January 2016 - March 2016

Spanish online retailer.

In charge of customer service for the British and Eastern European markets.