

# Jérôme REMINIAC HOUSSAIS

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+33 6 60 70 58 37 | Birth date: 11th march 75 in Rennes (France) | Nationality French

## PROFESSIONAL EXPERIENCE

### TBWA \ FRANCE | Advertising Agency |

#### NEWMEDIA MANAGER | \ AUDITOIRE (Event Agency TBWA Group) | Paris, since May 2008

- Set up digital department of the agency (4 people)
- Advertising campaigns, event websites, Influence, iPhone applications, FaceBook, Videos, Live...
- Accounts: Adidas, SNCF, BNP Paribas, Film HOME, PPR, Coca-cola, Essilor, Orange...

#### PROJECT DIRECTOR | TBWA \ INTERACTIVE – TEQUILA (WebAgency) | Boulogne Billancourt, April 2007 to May 2008

- Strategic recommendations for online communication for SNCF (French national train company)
- Advertising campaign, website and communication for all SNCF brands

#### INTERNET MANAGER | TBWA \ CORPORATE (Corporate Communication) | Boulogne Billancourt, May 2004 to April 2007

- Managed the interactive department of the agency (5 people)
- Interactive strategic recommendations for customers and prospects
- Monitoring advertising campaigns, Internet and Intranet websites, event operations
- Accounts: Club Med, Marine Nationale, BNP Paribas, Altran, Unedic, ANPE, Unilever, 20 minutes, Arcelor Mittal...

### PREVIOUS EXPERIENCES | Internet, Start-up |

#### PROJECT MANAGER | ANATOLE (mobile phone) | Puteaux, January to May 2004

- Commercialization of a mobile phone management software for key customers ( Total, M6, Alcatel ...)

#### BUSINESS MANAGEMENT | BRIOUDE INTERNET (Search engine optimization) | Saint Quentin, September to November 2003

- Commercialization of SEO and sponsored links

#### ACCOUNT MANAGER | KEY2LINK (Affiliation) | Paris, March to September 2001

- Monitoring of affiliation's campaign, management of Marketing offers

#### PROJECT MANAGER | QXL (Auctions Online) | Paris, October 2000 to January 2001

- Launch of «live auction». Communication and event organization online

## DIPLOMAS & EDUCATION

**IESA MULTIMEDIA** (In french: Institut d'Etudes Supérieures des Arts), Paris 1st Undergraduate art university. **Multimedia Project Manager** (2002 / 2003)

**IPAG** (in french: Institut de Préparation à l'Administration et à la Gestion), Paris 6th Business School. **Option Marketing** (1995 / 1999)

### LYCEE SAINT SAUVEUR DE REDON

Bachelor ES: Economic and Social **Option Mathematics** (1995)

## OTHERS

**ENGLISH, SPANISH** | Several trips in Europe, Middle East, Africa, Latin America (6 months in Argentina), Asia (1 month in Japan in 2008), United States (1 month in California in 2009)

**INTEREST** | Travel - Viral marketing - Alternatives communications - Innovations - Technologies - Robotics - GreenBusiness – Contemporary art ...

**SOFTWARE** | Photoshop, ImageReady, Dreamweaver, Flash, Office ... on PC and Mac

**SOCIAL NETWORK** | FaceBook, Twitter, LinkedIn, Viadeo, MySpace, Youtube, ...