



BASTIEN VERDIER

DIGITAL MARKETING MANAGER
PROJECT MANAGER

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Bélaïr, Luxembourg-Ville, Lxb

23/10/1989 - Luxembourger



EXPERIENCE

CINERA CO. LTD

B2C DIRECTOR SHENZHEN, CHINA
DIGITAL MARKETING & PROJECT MANAGER

- Responsible for planning and executing the digital marketing strategies, collecting leads and media attraction before the launch of our kickstarter and indiegogo project
- Selected to complete special projects such as planning, designing and maintaining the kickstarter and indiegogo pages, e-commerce website, marketing landing page, hosting plans, support and chat platforms, forum spaces and online marketing campaigns.
- Responsible for the collection, synchronization and the following up of Sales and Marketing Leads during corporate trade shows, our kickstarter / indiegogo campaigns and our e-commerce digital marketing campaigns, before, during, and after the sale.
- Planning and execution of the e-commerce Marketing to Sales and Sales to Marketing strategies.
- Encourage best practices in team communication and project planning to drive operational excellence and teamwork.

CINERA HEADSET
2017-2018

MAIN SKILLS REQUIRED



MAIN TOOLS USED



SHENZHEN ARTIXIUM OPTOELECTRONIC TECHNOLOGY

CRM & PROJECT MANAGER SHENZHEN, CHINA
DIGITAL MARKETING MANAGER

- Selected to complete special projects such as planning, designing and maintaining the corporate website, marketing landing page, hosting plans, CRM strategy and integration, and online marketing campaigns.
- Responsible for the collection, synchronization and the following up of Sales and Marketing Leads during corporate trade shows
- Planning and execution of the Marketing to Sales and Sales to Marketing strategies

ARTIXIUM DISPLAY
2016-2017



HIGHLIGHTS

- A personable, detail-oriented, multilingual Entrepreneur, Project Manager, E-Commerce & Online Marketing specialist with over 7 years of work and business experience.
- Ability to strengthen sales and marketing sectors to lead in competitive markets and deliver unique online concepts and strategies via social media and platforms.

8
YEARS WORK EXPERIENCE

8
VENTURES LAUNCHED

7
E-STORES MANAGED

4
LANGUAGES LEARNED

13
CORE SKILLS COMPETENCIES

+50
WEB PAGES CREATED

+500
CUSTOMERS SERVED

9
YEARS IN CHINA



CORE COMPETENCIES



LinkedIn Profile



MAIN SKILLS REQUIRED

■ Project Manager Manager and Lead Developer on the corporate website and marketing landing pages



MAIN TOOLS USED



CHIMARO INTERNATIONAL CO. LTD

AUTORADIOFACTORY 2012-2015

■ Lead all aspects of the project management process, from concept, to project deliverables and execution as the business owner.

CLICKNBUY DISCOUNT 2012-2015

■ Selected to complete special projects such as building, designing and maintaining e-commerce stores, sales/landing pages, online promotion marketing campaigns, social media accounts & marketing campaigns, hosting and domain accounts.

BAIJUSZ 2012-2015

■ Design and launch strategic, innovative digital marketing campaigns via a vast array of medium that increase brand awareness, traffic and sales.

■ Responsible for the conception, creation and application of social media marketing strategies and material, providing accurate work and delivering projects on time while exceeding expectations.

LOTS-REVENDEURS 2012-2015

■ Focus on outstanding pre-sales, live-sales and post-sales customer support that ensures increases and repeats in sales and customer satisfaction.

LAPINBRUN 2012-2015

■ Facilitate shipping arrangements from and to worldwide geographical locations, to customers and businesses to ensure all materials are delivered on time and with minimal errors.

SPOOKS COMPANY 2012-2015

■ Spearhead promotional and branding campaigns through the production and marketing of banners, brochures, business cards, thank you notes, customized goodies.

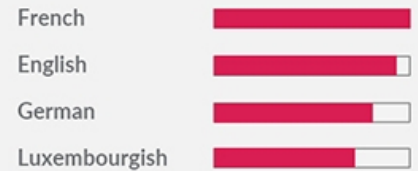
MAIN SKILLS REQUIRED



MAIN TOOLS USED

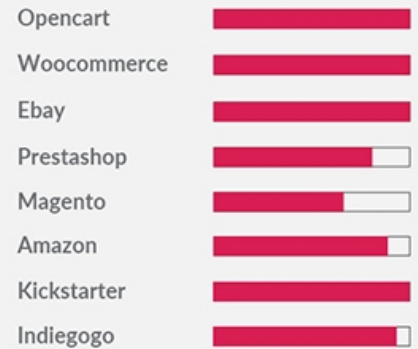


LANGUAGE SKILLS

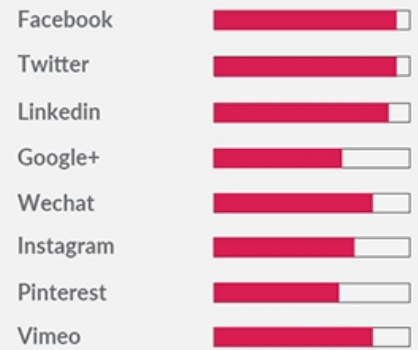


TECHNICAL SKILLS

E-COMMERCE



SOCIAL MEDIA



DIGITAL MARKETING



LinkedIn Profile



WEBDESIGN360
2010-PRESENT

WEBDESIGN360 CO. LTD

PROJECT MANAGER SHENZHEN, CHINA

- Recognized for strong leadership and business acumen, selected to complete special projects such as building and designing a wide variety of corporate websites, e-commerce stores, landing & sales pages, hosting and domain management.
- Manage key accounts as project manager ensuring continued increases in sales and continuing customer loyalty.
- Adhere to all project timelines, while maintaining quality and delivering the best results for clients.
- Analyze each client's needs to recommend products and services resulting in increase of revenue and activity.
- Handle complex questions and worked with customers to ensure all questions and misconceptions are cleared up quickly.

MAIN SKILLS REQUIRED



MAIN TOOLS USED



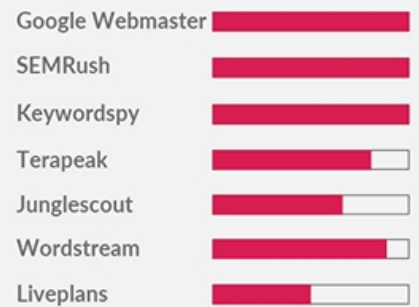
CHIMARO INTERNATIONAL CO. LTD

PROJECT MANAGER SHENZHEN, CHINA

- Handle a large portfolio of customers on the North-African market and multi-tasked projects in a professional and timely manner.
- Analyze each client's needs to recommend our company's most fitting products and services.
- Provide excellent customer service representation and support skills to clients and strictly adhered to all company policies and procedures.
- Develop and implement SEO and Online Marketing strategies for potential increase in service awareness.
- Responsible for the conception, creation and application of social media marketing strategies and material, providing accurate work and delivering projects on time while exceeding expectations.
- Facilitate shipping arrangements for various businesses to ensure all materials are delivered on time and with minimal errors.

CHIMARO CONSULTING
2012-2014

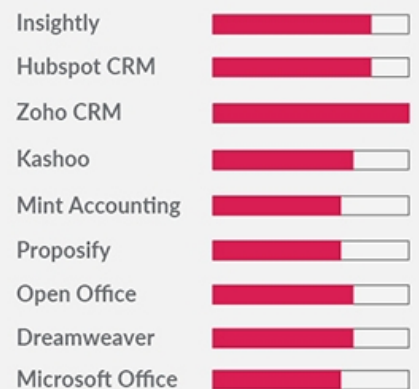
MARKET RESEARCH



CUSTOMER SUPPORT



CRM / SALES / OTHERS



PERSONAL INTERESTS



LinkedIn Profile



MAIN SKILLS REQUIRED

■ Spearhead promotional and branding campaigns through the production and marketing banners, brochures, business cards, thank you notes, customized goodies.



MAIN TOOLS USED

KENFAIR EXHIBITION LTD

SALES SHENZHEN, CHINA

■ Streamline data management while collecting data and filling in database for the company records.

■ Provide information to customers about our products and services available for sale, which retained customer satisfaction and continue to increased corporate revenues.

■ Interact with clients, built key relationships and ensured top level service to continue corporate growth, and increase revenue streams and customer referrals.

■ Improved customer relation skills by practicing techniques that exercised diplomacy and employed active listening

■ Translation of corporate documentation from and to English, German, French.

MAIN SKILLS REQUIRED



MAIN TOOLS USED



PARIS CIEL GROUP LTD

WEB DEV, SOCIAL MEDIA SHENZHEN, CHINA

■ Provide dedicated high level e-commerce and Facebook store web development.

■ Use exceptional social media skills to monitor and update Facebook page and Facebook store.

■ Conceptualize, create and apply social media marketing strategies and resources to efficiently deliver projects on time while exceeding expectations.

■ Demonstrate excellent customer service and assisted customers in choosing the most appropriate products and services for them.

MEGASHOW HK
2012

PARISCIEL
2010-2011

USINEXPRESS
2010

MY VENTURES

AUTORADIOFACTORY



E-Commerce

AutoRadioFactory is a niche online store focusing on selling high-quality, universal or brand-specific multi function Car DVD Players.

CLICKNBUY DISCOUNT



eBay Store

Clicknbuy Discount is an eBay online store, focusing on selling electronics products on the French, German and Belgian market.

BAIJIU SZ



eBay Store

BaijiuSZ is an eBay online store, This eBay store was focused on electronics and hot selling products on the German Market.

LOTS REVENDEURS



E-Commerce (B2B)

Clicknbuy Discount is an eBay online store, focusing on selling electronics products on the French, German and Belgian market.

LAPINBRUN



eBay E-Commerce

LapinBrun is an online store and offering a large selection hot-sales products and equipment, including apple accessories, electronics, android smartphones and tablets, head-wear and backpacks.

CHIMARO CONSULTING

Sourcing / Services



Chimaro Consulting focuses on sourcing and buying from China, as well as provide a number of other services including translation, relocation, quality control, business consulting.

WEBDESIGN360



Web Agency

Webdesign360 builds and maintains dozens of corporate websites, e-commerce stores, landing pages, online promotion marketing campaigns, social media profiles, hosting & domains for customers based in China and all over the world.



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Profile

- Diligently provide ongoing support to ensure efficient day to day functions are met while protecting company assets and policies.

MAIN SKILLS REQUIRED



MAIN TOOLS USED



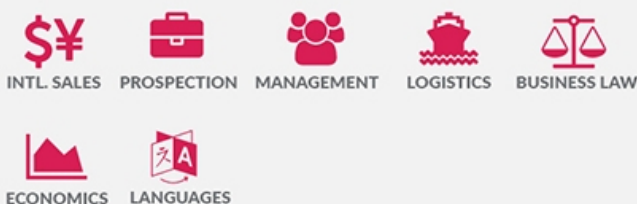
EDUCATION

BACHELOR OF TECHNOLOGY (BTECH)
2008 - 2010

RELEVANT COURSEWORK

CNED LYON

INTERNATIONAL BUSINESS/COMMERCE LYON, FRANCE



AWARDS/PROJECTS

- Award for launching an online e-commerce activity during the course of my studies.
- Two Overseas Internship in China.

UTP VIDEO
2010

UTP SCIENCE & TECHNOLOGY CO., LTD.

INTERNSHIP SHENZHEN, CHINA

- 3 months work placement in Shenzhen, China, for a company with more than 5 years of experience in video frequency, in the course of my Bachelor of Technologies studies. In charge of Import/Export Accounts Management, Translation & Support (French, German).

MAIN SKILLS REQUIRED



OWL
2009

OWL INDUSTRIAL CO., LTD

INTERNSHIP SHENZHEN, CHINA

- 3 months work placement in Shenzhen, China for a company manufacturing electronic devices, in the course of my Bachelor of Technologies studies. In charge of sales on the European markets, translation and support.

MAIN SKILLS REQUIRED



SUMMER JOB
2009

LUXGSM S.A LUXEMBOURG, LUXEMBOURG

- Summer Job in at LuxGSM S.A (B2B Division) in Luxembourg. In charge of back-office work, data management, invoicing.

SUMMER JOB
2008

TOTAL SARL INGELDORF, LUXEMBOURG

- Summer Job at Total Ingeldorf. In charge of customer relationships, new product promotion, fom & back office work.



ENDORSEMENTS

PETER LIN, CEO



CINERA

Bastien first joined Cinera simply as digital marketing manager, to optimize and run leads-increasing marketing campaigns before the launch of our first Kickstarter project. Not only did Bastien excel my expectations in terms of marketing efficiency, he quickly proved himself willing to take on more aspects of the business, related to his marketing duties, and a team-player also capable of taking personal initiatives.

Quickly enough he became in charge of our B2C Sales division with a team of up to 10 staff reporting to him and managed the E-Commerce, Crowdfunding, Support and other aspects of our Cinera project. I wish him good luck in future ventures and would recommend him for marketing and overall project management responsibilities.

ROMAIN PACY, CEO



ARTIXIUM DISPLAY

Bastien joined Artixium during a time where the company was facing profound reshapes and business adjustments. Joining a team of seasoned dutch, german and french directors and managers, Bastien was initially brought on board to manage our digital marketing campaigns, but quickly was put in charge of planning and executing the website and CRM Customer management aspects of our business as well, with a team of up to 8 staff reporting to him.

Bastien reshaped our website from the ground up and integrated it with his chosen CRM solution, allowing our sales and marketing team to communicate efficiently. He was in charge of the leads and marketing data collection and management during our B2B events in addition to his traditional online and offline marketing management duties, giving us access to a wide range of sales and marketing statistics and informations we never had access to until now. All in all, I would recommend Bastien for marketing and sales campaigns management and integration related jobs.

LinkedIn Profile

