



BASTIEN LUDOVIC VERDIER

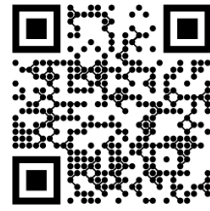
Luxembourg-Ville, Luxembourg

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PROJECT MANAGER ✦ DIGITAL MARKETING SPECIALIST ✦ E-COMMERCE COORDINATOR

Technical Skills ✦ Planning ✦ Accuracy

A personable, detail-oriented, multilingual Entrepreneur & Project Manager with years of experience combining excellent management, progressive leadership and assignment delivery to effectively oversee complex projects while always meeting strict deadlines. Strong and decisive project leader with excellent analytical, organizational, team building, management and planning skills.

Recognized as a results-producing strategist who effectively utilizes competitive analysis, market research and statistical surveys to assess business plans and provide solutions that foster growth and increase productivity. Customer service oriented with outstanding communication, interpersonal, problem-solving and decision-making skills.

Ability to strengthen sales and marketing sectors to lead in competitive markets and deliver unique online concepts and strategies via social media and platforms.

SELECTED HIGHLIGHTS

- Lead all aspects of the project management process, from concept, to project deliverable and execution as the business owner.
- Selected to complete special projects such as building, designing and maintaining e-commerce stores, sales/landing pages, online promotion marketing campaigns, social media marketing campaigns & accounts, hosting and domain management.
- Attentively manage and provide dedicated support to all customer reported questions and issues to ensure our customers are getting the highest quality of customer care during every stage of their order.
- Encourage best practices in team communication and project planning to drive operational excellence and teamwork.
- Spearhead promotional and branding campaigns through the production and marketing materials, brochures, business cards, thank you notes, customized goodies.

CORE COMPETENCIES

- | | | |
|------------------------------|--------------------------|-------------------------|
| ▪ Entrepreneurship/Start-Ups | ▪ Project Management | ▪ E-Commerce |
| ▪ Social Media Strategy | ▪ Marketing Strategy | ▪ SEO/SEM Strategy |
| ▪ Customer Service | ▪ Management | ▪ Relationship Building |
| ▪ Business Strategy | ▪ Web Design/Development | ▪ Design |

PROFESSIONAL EXPERIENCE

CINERA ✦ Shenzhen, China ✦ 2017 – 2018

B2C Director

Project & Digital Marketing 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.

Artixium Display ✦ Shenzhen, China ✦ 2016 – 2017

Digital Marketing Manager

CRM & Project 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
- Project Manager and Lead Developer on the corporate website, marketing landing pages and CRM / Tools integration

Webdesign360 ✦ Shenzhen, China ✦ 2010 – 2018

Project Manager

- 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 for customers based in China and all over the world.
- 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.

CHIMARO GROUP ✦ Shenzhen, China ✦ 2008 – 2015

AutoRadioFactory ✦ 2012 – 2015
Clicknbuy Discount ✦ 2012 – 2013
BaijiuSZ ✦ 2012 – 2013
Lots-Revendeurs ✦ 2011 – 2012
LapinBrun ✦ 2011 – 2012
SpooksCompany Shop ✦ 2008 – 2009
Project Manager

- Lead all aspects of the project management process, from concept, to project deliverables and execution as the business owner.
- Selected to complete special projects such as building, designing and maintaining e-commerce stores, sales/landing pages, online promotion marketing campaigns, social media marketing campaigns & accounts, hosting and domain management.
- Design and launch strategic, innovative marketing campaigns that increase brand awareness and traffic/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.
- Focus on outstanding pre-sales and live-sales customer service that ensures increases in sales and repeat customers purchase high-quality, universal or brand-specific goods.
- Attentively manage and provide dedicated after-sales support to all customer reported issues and questions to ensure our customers are getting the highest quality of customer care during every stage of their order.
- Facilitate shipping arrangements for various businesses to ensure all materials are delivered on time and with minimal errors.
- Resolve personnel complaints and conflicts and developed and implemented personnel policies and procedures according to corporate guidelines.
- Encourage best practices in team communication and project planning to drive operational excellence and teamwork.
- Spearhead promotional and branding campaigns through the production and marketing banners, brochures, business cards, thank you notes, customized goodies.

Chimaro Consulting ✦ Shenzhen, China ✦ 2012 – 2014
Project Manager

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

Kenfair Exhibition Ltd ✦ Shenzhen, China ✦ 2012
Sales Service

- 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.

ParisCiel ✦ Shenzhen, China ✦ 2010 – 2011
Web Development, Social Media Management

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

EDUCATION

CNED Lyon (Lyon, France) : 2008-2010

Bachelor of Technology (BTech) – International Business/Trade/Commerce

- **Relevant Coursework:** International Sales, Prospection, Management, Logistics, Law, Economics, Language
- **Awards/Honors:** Award for launching an online e-commerce activity during the course of my studies
- **Relevant Projects:** Two Overseas Internship in China

Lycée Vauban (Luxembourg-Ville, Luxembourg) : 2002-2008

Baccalauréat – Sciences et Techniques de la Gestion

- **Relevant Coursework:** Finance, Marketing, Human Ressources, Management, Language
- **Awards/Honors:** Baccalauréat STG
- **Relevant Projects:** Launching my first E-Commerce Store

ADDITIONAL CREDENTIALS	
TECHNICAL SKILLS	<p>Microsoft Office : Word, Excel, Power Point Adobe : Dreamweaver, Photoshop CMS : Wordpress, OpenCart, Woocommerce, Prestashop, Joomla, HTML5/CSS Social Media : Twitter, Facebook, Linkedin, Wechat, Youtube, Vimeo Other : Zoho CRM, Ebay, Amazon, Hootsuite, Google Adwords, SEMRush, Insightly, Mint, Kashoo, Mention, OpenOffice Suite</p>
LANGUAGES	English, French, German, Luxembourgish
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> ▪ Portfolio: http://www.bastienv.me, ▪ Web Agency : http://www.webdesign360.cn ▪ Overseas Internship 2010. UTP Science & Technology Co., Ltd. 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. Import/Export Accounts Management, Translation & Support (French, German) ▪ Overseas Internship 2009. OWL Industrial Co., Ltd. 3 months work placement in Shenzhen, China at a company manufacturing electronic devices, in the course of my Bachelor of Technologies studies. Sales Agent for the european markets, translation and support. ▪ Summer Job 2009. LUXGSM S.A. Back-office work, Data Management, Invoicing ▪ Summer Job 2008. Total Ingeldorf. Customer Relationships, Promoting New Products, Front And Back Office Work.
ORGANIZATIONS	<ul style="list-style-type: none"> ▪ Psytribe China – Co-Founder
VOLUNTEERING EXPERIENCE	<ul style="list-style-type: none"> ▪ One Love Electronic Music Festival ▪ The Real Deal China ▪ Juicy Events China
INTERESTS	New Technology, Business News, World Music, Event Organization, Self-Improvement, Foreign Language & Culture, Reading, Traveling, China