



MELANIE BONNEAU

ONLINE PRODUCT MANAGER

I support SMEs in their digital transformation, in order to improve their online visibility and provide an efficient user experience consistent with their objectives.

EXPERIENCES

Digital Project Manager

MALT | Since mai 2022

- Collect, formalise and frame customer needs
- Build the digital roadmap: schedules and budgets based on the feasibility analysis
- Optimize acquisition and users engagement
- Write user stories and functional specs to build backlog
- Collaborate with stakeholders to identify and prioritise requirements
- Monitor the actions implemented
- Organize and lead functional acceptance in a workshop

Founder and Director

LE VIN A L'ETRIER | Since November 2018

Wine E-commerce and wine tasting sessions (teambuilding & afterwork)

- Create and oversee digital marketing and SEO strategies
 - Drive traffic, engagement and sales by developing SEO strategy creating engaging online content (Social media, Blog, Newsletter, etc.) : +340% users in 2021.
 - Develop an editorial calendar for social networks: Facebook, Instagram, LinkedIn
 - Monitor the primary marketing metrics to establish the effectiveness of online operations implemented
- In charge of business development: market research, business plan, monitoring business strategies and growth objectives.
- P&L balanced from the first year.

Associate - Director of online marketing and communication

AMC BONNEAU | April 2015 - July 2020.

Organization of equestrian events, including an International top event (The BIP: Bonneau International Pony) : 90 jumping competitions, 5 800 starts and more than 25 000 spectators. Budget : 385 K€.

- Create and oversee the online and offline marketing strategy:
 - Events communication: display, PR, newsletter and WP blog
 - Community management : 18'000 followers on social media, ROI : 3'000 X
- Schedule event project management and track budgets.
- Lead workshops to develop digital tools for easier registrations and management
- Conduct team meetings and write reports
- Sales and Customer Relations: 85% year over year renewed commitment

Wine merchant and retail manager

NICOLAS SA | February 2010 - November 2018.

1st Wine retailer in France: 500 Wine shops with turnover up to 3 500 K€.

- Operational management of the shop and customer relations (40% in English and 20% in Spanish)

Responsible for Business and Marketing Operations

ANNAM GROUP (Vietnam) | February 2005 - October 2010

Dry food and wine importer with selective retail distribution and Fauchon distributon license for Vietnam since 2006.

- Fauchon product manager and exclusive implementation of the brand in Vietnam
- Adapting (design, translation, POS, Print) of the brand concept and communication
- Sales manager (turnover €2,160 K in 2009) of the network of 4 stores
- Monitoring of new store opening schedules (+3 openings in 3 years)

INTERESTS & COMMITMENTS

- Horse riding: 15 years jumping competition - Champion of France 1997 and French team leader for the 1997 & 1998 European Championship.
- Committed to the RIFHOP (Réseau Île-de-France d'Hématologie Oncologie Pédiatrique) Association that helps improve the quality of life of children with cancer

ABOUT

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DEGREES

- Master degree from INSEEC Paris - 2005 : **Business management and marketing**
- **Digital Project Management certificat** from OpenClassrooms-2022.
- **Digital marketing essentials, Google certificat** - 2021

EXPERTISE

- Project Management
- E-commerce and WebMarketing
- Customer relation
- Fluent in english
- Professional Spanish

IT SKILLS

- Windows, Office iOS .
- Project management with Atlassian, Asana and Monday
- Monitoring and BI with Feedly.
- Collaborative tools : Workplace, Slack
- Newsletters with Mailchimp
- creation of optimised websites on WordPress with Elementor
- SEO results follow-up on Analytics and search console
- Graphic Design on Canva and Photoshop

SOFT SKILLS

- Taste for challenge
- Excellent relational skills
- result-oriented
- Attention to detail
- Adaptability
- Proactive