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François-Xavier Cuissot

Rue du Bugnon 6
1005 Lausanne, Switzerland

35 years old, French, C permit

TECHNICAL SKILLS

PROJECT MANAGEMENT

MS Office 365, Redmine, Asana, Jira

CMS & E-COMMERCE

Wordpress, Drupal, Prestashop, Magento

ANALYTICS & PERFORMANCE

Search Console, Adwords, Mailchimp, Analytics

USER EXPERIENCE

Balsamiq mockup, Proto.io, Adobe CC

WEB DEVELOPMENT

Atom, FileZilla, Firebug

EDUCATION

2007
MASTER IN SPORTS MANAGEMENT
University Claude Bernard Lyon 1, FR
1st Semester | Specialization in Industry and Distribution of Sporting Goods.

2006
BACHELOR IN SPORTS MANAGEMENT
University Claude Bernard Lyon 1, FR

2005
TWO-YEAR POST A-LEVEL PROGRAM IN SPORTS (DEUG/STAPS)
University of Savoie, Chambéry, FR

2000
A-LEVEL (BACCALAURÉAT) ECONOMICS AND SOCIAL STUDIES
Lycée des glières, Annemasse, FR

LANGUAGES

FRENCH
Native proficiency

ENGLISH
Professional working proficiency, C1

François-Xavier Cuissot

DIGITAL MARKETING PROJECT LEADER

Digital and omni-channel marketing professional with 10 years experience delivering projects, including Web & Mobile applications, e-Commerce Websites, Digital Marketing Campaigns, SEO and User Focused Solutions.

WORK EXPERIENCE

2015 – 2016 | SWISSPAY.CH SA | *DIRECT CARRIER BILLING SOLUTION*
CO-FOUNDER

Perform day-to-day operations and strategic planning activities
Clients: le Temps.ch, HollyStar, BodySport, Ohbox!, RealDeals, ...

2012 – 2016 | ASIMOVE SARL | *DIGITAL MARKETING AGENCY*
DIGITAL MARKETING & PROJECT MANAGER

Lead numerous mobile-focused & digital marketing projects simultaneously in various industries, from strategic brief to release.

Achievement: more than 100 projects launched.
Clients: Migros, Piaget, Tamedia, EasyJet, Danone, Romande Energie, Chaîne du bonheur, Fnac, Yverdon, Swatch, Nestlé, ...

2012 – 2014 | SMARTMOB SARL | *SMARTPHONE ACCESSORIES*
FREELANCE EXPORT MANAGER

Created a nine-territory international distribution network for the brand CoreLens.

2012 – 2013 | FRESHANDHYPE.CH | *E-COMMERCE*
FOUNDER

Implemented web technologies for generating daily online sales; and then sold it.

2010 – 2012 | FXCUISSOT.COM | *WEB DEVELOPMENT*
WEBMASTER

Developed and launched five websites after acquiring experience in HTML and CSS.

2007 – 2011 | DEMONIUM SARL | *SPORTING GOODS DISTRIBUTION*
MARKETING & SALES MANAGER

Increased sales from CHF 30k with one brand to CHF 100k+ through four brands.

2006 – 2011 | ADVITA SARL | *STREETWEAR PRODUCTION & DISTRIBUTION*
CO-OWNER & MARKETING & SALES

Expanded activity from zero to 350k+ CHF and eleven territories.



ACTIVE LISTENER



CREATIVE THINKER



DETAIL ORIENTED



RELATION BUILDER

CERTIFICATIONS

Agile
| SCRUM PRODUCT OWNER PSPO I
| SCRUM MASTER PSM I
| SCALED SCRUM SPS
Insights
| GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION
| GOOGLE ADWORDS MOBILE ADVERTISING

AWARD



NOV. 2014 | BEST MOBILE APP
@Grand Prix Romand de la Création

TOP LINKEDIN ENDORSEMENTS

1. DIGITAL MARKETING
2. E-COMMERCE
3. MOBILE MARKETING
4. PROJECT MANAGEMENT
5. MARKETING STRATEGY

HOBBIES: SNOW/SKATEBOARD, TRAVEL, IoT, PING-PONG, PÉTANQUE