

# Vianney d'Hostel

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## PERSONAL PROFILE

Creative / Hard worker / Excellent computer skills

### Qualifications

- Experience in global marketing plans
- Experience in software companies
- Organization and promotion of main importance events

### Professional skills

- Team player
- Accustomed to multicultural environment
- Self-motivated, organized, can work without supervision
- Multitask, ability to work under pressure, typing test: 65 WPM

### Languages

English  
French  
Spanish

Fluent (TOEIC Test : 950/990)  
Native speaker  
Conversational

### Computer skills

Marketing software  
Webmarketing Tools  
Content creation  
Website creation/edition  
MS Office

SalesForce, Marketo, Mailchimp  
SEO, Analytics, Social Media Optimization  
Photoshop (advanced), InDesign, FinalCut  
HTML, Dreamweaver, any CMS  
Excel, Powerpoint, Word, Project

### Main interests

- IT business, social web, computer industry.
- Sustainable development, green energy, transport and cities.
- Entertainment business and fashion.

## EDUCATION

2011  
-  
2012

University College  
Dublin

**MSc iBusiness & Innovation through ICT**  
Dual Degree exchange program  
(ongoing, expected graduation June '12)



2008  
-  
2012

Toulouse  
Business School  
(Top European  
management  
school)

**Master in Business Management**  
Marketing specialization



2006  
-  
2008

« Classe  
préparatoire  
économique »

Preparation for national competitive entrance exams  
to leading French business schools.

# EXPERIENCE

## Communication Manager Assistant (B2B)

February  
-  
August

**Franco-Thai  
Chamber of  
Commerce**

[www.francothaicc.com](http://www.francothaicc.com)

2011

6 months internship  
Bangkok, Thailand

Mission:

Communication & events organization  
targeting a 2000 people top-level  
multicultural business community

Modernization of online and offline  
communication tools and processes  
(CRM, mass mailing, events registration, etc.)

## Marketing Manager Assistant (B2B)

June  
-  
December

**VirtuOz Inc.**

*World Leader in  
SaaS Virtual Agent Technologies  
Paris, France - San Francisco, USA*

[www.virtuoz.com](http://www.virtuoz.com)

2010

6 months internship  
Paris, France

Mission:

Lead generation and qualification for  
Fortune 1000 and top European companies

*(Clients: eBay, Paypal, H&R Block, Nespresso, L'Oreal, etc.)*

- Lead generation and qualification
- Website management (including SEO et Analytics)
- Social Media Optimization (SMO)
- Mass mailing campaigns
- Online Advertisement Campaigns
- Event preparation (exhibitions, etc.)

## E-marketing & Community Evangelist (B2C)

June  
-  
October

**Midi-Pyrénées  
Tourism Committee**

4 months internship  
Toulouse, France

[www.greatsites-midipyrenees.co.uk](http://www.greatsites-midipyrenees.co.uk)

2009

Mission :

Creation of a social web strategy for the  
19 Great Sites of Midi-Pyrénées  
(80M overnight stays annually)

## Independent Entrepreneur

2009

2010

**Entrepreneur**

- Created websites
- Gave computer lessons to adults
- Gave webmarketing lessons to small businesses

## Communication manager & Event coordinator

2009

2010

**Toulouse  
Business School  
Student Association**

**Communications**

- Supervising 3 person team
- Promoting events to a 2000 student community
- Fund-raising and sponsoring

**Event preparation**

- Managing an \$500 000 budget
- Spring Break in Spain, 950 people
- Prom Night in Zenith de Toulouse, 900 people
- Winter Break in the Alps, 350 people
- 6 Electronic Nights (300 to 800 people)