

Frédéric Casas

Marketing, communication and digital specialist

Breaking News !

While I am waiting to work with you, a company asked me to develop, in 4 months, a BtoC marketplace for the French West Indies. it's a huge challenge: development, content, marketing, communication... It's almost finished, and if you want, let's talk about it.

July 2020



Worldwide
mobility 

About me

French - 50 years old
Married - 2 childrens

Languages

English - Fluent
French - Native speaker
Mandarin - HSK2 - Still learning
Spanish & Italian - Basic

Computer skills

Microsoft Office 365
Adobe CC, Content and design with
WordPress, HTML5, CSS3, jQuery
Bootstrap, PHP7, JavaScript, Kotlin...
Google Analytics, SEO, social media...

Miscellaneous

Golf, wakeboard and mountain bike

Education


- 2019 Intensive coding training courses
- 2017 Chinese Mandarin training courses - HSK2
- 2014 WordPress and Adobe CC training periods
- 1996 Sup de V - Essec Group - Master's degree in sales, marketing and communication
- 1996 Franco-British Chamber of Commerce and Industry - Diploma in Business English - Grade «merit»
- 1993 HND Business - Equivalent of a BA
- 1991 HND Electronics - Level degree

Contact

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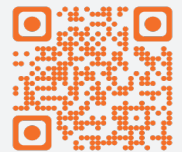
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Tag me 

Work experience

Since January 19 **Fast Fashion 3D - Paris, France - Consulting in 3d implementation for apparel industry**

Marketing, communication, digital & IT consultant

- Audit of existing human and technical resources for the transition to 3D
- Definition of human and technical action plans for this transformation
- Implementation of those action plans on sites, all over the world
- Monitoring and accompaniment of defined plans until successful transition

Jan 18 - Dec 18 **247 tickets - Shanghai, China - Ticketing on the net**

Marketing and communication advisor

- Audit of the marketing and communication resources, weekly advising for the board and the staff
- Search for new growth strategy, setting up an integrated communication agency to increase the margin

Jan 18 - Dec 18 **Travelers Society - Shanghai, China - Tour operator on the net**

Editing and digital advisor

- Audit of the human and technical editing resources, weekly advising for the board and the staff
- Work on the content strategy in order to increase the click rate and sales, work on a new website design

Sep 09 - Dec 17 **Quantom - Hong Kong, China & Paris, France - Digital, marketing and communication consulting firm**

Partner, manager and consultant

- TOYOTA France - Car builder - Marketing and media audit for the car dealers network, action plan
- CNSD - Dental company - Marketing and communication audit, co-branding implementation and sales
- LM3C - Construction security control - Web strategy determination, website design and content, SEO
- And many clients B to B and B to C in healthcare, mass market, legal, automotive, fintech, NGO...

- Jun 11 - Dec 15* **Hybrideo** - Paris, France - B to B internet market place for Europeans car dealers
- Co-founder, director of marketing, communication and digital**
- Completion of the business plan, implementation of the company's development plan
 - Graphic design, content management and launch of the internet platform on the market
 - Marketing, communication and digital media partnerships negotiations and implementation
 - Sales of platform subscriptions to car dealers, on-site training of different users
- Mar 08 - Jun 09* **APM International** - Paris, France - Health press agency
- Worldwide director of sales and marketing**
- Sale of annual subscriptions of updated and targeted health news to the pharmaceutical industry
 - Determination and implementation of the international sales, marketing and communication strategy
 - Management of the creation of national and international sales, marketing and communication tools
 - PR representative for the agency, event representative in worldwide conferences and trade-shows
- Sep 05 - Dec 07* **UFSBD** - Paris, France - Dental health organization - Member of the World Health Organization
- Director of marketing and licensing, publishing editor**
- Sale and management of the licensing brand to the pharmaceutical and the food industries
 - Creation of marketing and communication tools included in the licensing contracts sold
 - Creation, organisation and management of annual events, roadshows, PR conferences, trade-shows...
 - Editor of a monthly professional magazine for dentists, sale of annuals advertising contracts
- Sep 02 - Jul 05* **AFD** - Paris, France - Diabetes health organization - Member of the International Diabetes Federation
- Marketing, communication and publishing manager**
- Organization and management of an annual and national trade show for diabetics people in Paris
 - Management of a monthly magazine for diabetics people, sale of annuals advertising contracts
 - Sale of partnership contracts with pharmaceutical companies and pharmaceutical devices companies
 - Creation, organisation and management of fundraising's campaigns, 3 per year all over the country
- Oct 99 - Jun 00* **University of Paris X** - Nanterre, France - French University
- Temporary teacher of communication for BA students**
- Introduction to the global communication, history and basic concepts
 - Interpersonal communication, concepts and real situation exercises
- Sep 96 - Jun 02* **Prime Team** - Paris, France - Global communication agency
- Co-founder, sales and creative manager**
- Daily management of the company and of the employees, recruitment, monitoring...
 - Sale of communication services like events, advertising, print, co-branding...
- Sep 94 - Aug 96* **Schneider Electric** - Compiègne, France - Electrical and electronic manufacturing company
- Technical sales representative B to B to C**
- Prescription sales of electrical goods by a professionals dealers networks, several brands competitors
 - Implementation of the national marketing and communication plan for the local Schneider agency

Know-how

Management



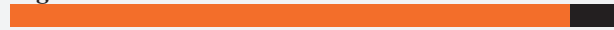
Marketing



Communication



Digital



Sales



Soft skills

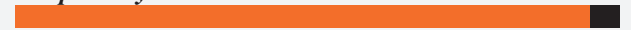
Enthusiastic



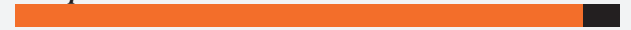
Creativity



Adaptability



Interpersonal



Self-control

