



Jérôme LACOSTE

Trainer & Consultant
in Webmarketing



PROFILE

Fascinated by Digital and Marketing, I conducted several professional experiences that have given me a **cross-media vision of Marketing and Communication**.

As **Webmarketing Consultant**, I realize missions for companies to help them to **develop their digitalization** but also **formations since 2013** in different structures.



CONTACT



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PROFESSIONAL SKILLS

- CMS WORDPRESS
- E-REPUTATION
- CAD (PHOTOSHOP)
- OFFICE AUTOMATION
- SEM (SEO, SEA, SMO)
- WEB ANALYTICS
- HTML5 & CSS3
- VIDEO MONTAGE



WORK EXPERIENCE

- **OWNER / WEBMARKETING CONSULTANT / SINCE JULY 2015**
JLWS: Micro-Company of Consulting in Webmarketing
Creation and optimization of websites, webmarketing strategy, SEO and Social Media Consulting, Personal Branding, ...
- **TRAINER IN WEBMARKETING / SINCE OCTOBER 2013**
+50 HOURS OF COURSES GIVEN / +300 STUDENTS FORMED
SCHOOLS: Institut Léonard de Vinci (La Défense), École des Cadres (Paris), École Supérieure de Commerce et de Management (Tours), IADBS (Paris)
- **FOUNDER – BLOGGER / SINCE NOVEMBER 2014**
THE NEXTTOOLS (thenextools.com): The Blog of the best Webmarketing Tools
Tutorial posts writing, Management of the editorial team
- **E-PEDAGOGY PROJECT MANAGER / MAY 2014 – OCTOBER 2014**
3h33: - Setting up an e-platform (Learning Management System) which aims to connect students, teachers and businesses to promote collaborative learning through practical assignments
- Participation in the development of the new pedagogical program of the MBA MCI (2015-2016)



LANGUAGES AND CENTERS OF INTERESTS

- ENGLISH
- GERMAN
- BLOGGING
- STARTUPS
- WRITING
- TRAVELS



ACADEMIC EXPERIENCE

- **MBA MCI / SEPTEMBER 2014 - OCTOBER 2015**
MBA Marketing and Commerce on the Internet, Institut Léonard de Vinci, La Défense
RNCP level 1 formation, 1st in SMBG ranking of best French e-commerce Masters since 2013
- **MASTER MARKETING MANAGEMENT / SEPTEMBER 2010 – MAY 2014**
ESCEM Business School, Tours
- Master 2: Mayor of Promotion in Branding and Marketing BtoB
- Master 1: Mayor of Promotion in Strategic Marketing
- Junior Competences Certificate in Management of Projects and Teams
- **ERASMUS SEMESTER / JANUARY 2013 – JUNE 2013**
University of Hull, England
- Marketing, Communication and Branding: validated with honours
- International Marketing: validated with honours
- Strategic Marketing: validated with honours
- **CPGE ECS / SEPTEMBER 2008 - AUGUST 2010**
Secondary School Michel de Montaigne, Bordeaux
Preparatory Class for the "Grandes Ecoles", Economical, Commercial and Scientific specialization



COURSES PROVIDED

- BLOGGING AND CMS WORDPRESS
- SEARCH ENGINE MARKETING: SEO, SEA ET SMO
- PERSONAL BRANDING AND E-REPUTATION
- TOOLS 2.0: TEAM WORK, CURATION CONTENT MARKETING, METRICS,...