



## Safer BANDALI

12 Avenue des Platanes  
94340 Joinville-le-Pont  
France  
Tél: +33 (0) 6.72.36.79.50  
[bandali.safer@gmail.com](mailto:bandali.safer@gmail.com)  
<http://saferbandali.fr>  
Driving License

**Bilingual French & English**

## Professional Objective: Consultant / Senior Project Manager

*Consultant with 4 years experience  
in Digital Marketing*

### PROFESSIONAL EXPERIENCE

**APRIL 2010 – TODAY** (3 years and 6 months): **Consultant**, FullSIX (Paris)

Consulting for the design and implementation of strategic digital marketing projects:

- Manage budget and accompany clients in their daily digital issues,
- Prospecting and developing clients accounts (Total, Franprix),
- Pilot multichannel projects,
- Coordinate consulting, software development and creative teams (both internally and externally when working with service providers).

#### • PMU:

- Implementation and monitoring of the social media strategy on social networks (Facebook, Twitter),
- Creation and conception of the website for the PMU network outlets (in progress),
- Set up and evolutions on the commercial website PMU.FR (Horse Racing, Poker, Sports),
- Set up of several websites for PMU: Help Site, Poker Blog,
- Creation of educational videos to learn Poker.

#### • LCL:

- Conception, implementation and monitoring of the social media strategy on social networks (Facebook, Twitter, Instagram),
- Editorial activity of LCL.COM and optimization of editorial contents for search engine (SEO),
- Conception of the iPhone app of account management,
- Project management for the re-design of the Stock Exchange area on the client account management on LCL.FR,
- Project management for the re-design and updates of LCL.COM (Home Page, Web TV, Internal Pages, Search Engine, MAG LCL),
- Conception and project management for the website re-design of the partnership who promotes banking offers for students,
- Project management for the websites re-design of LCL's subsidiaries: Angle 9 (real estate), BFC (bank in the Caribbean).

#### • Nikon:

- Audit of the eco system of Nikon France,
- Conception, implementation and project management of the new Nikon Website (in progress),
- Project management for the re-design and updates of all Nikon's websites (in progress),

#### • Bricomarché:

- Management of all FID problematics (mailing, emailing) for the brand operations,

#### • EDF:

- Conception, implementation and updates of the intranet that promoted the 2012 London Olympics (the Supporters Club).

**MAY 2009 – JULY 2009** (3 months): **Partnership Manager** at ESC Lille (Lille)

- Management of a team of 7 in charge of welcoming 3,500 students to the school (planning, tasks follow-up, evaluation),
- Partnership canvassing (accommodation, restoration, shifting)

**MAY 2008 – SEPTEMBER 2008** (5 months): **Project Manager**, Internal Communication and Human Resources Head Office at Dexia Technology Services (Brussels & Luxembourg)

**JUNE 2007 – AUGUST 2007** (3 months): **Media Planner** at Havas Digital (Brussels)

### EDUCATION

**2006 – 2009: MSc**, SKEMA Business School (Lille)  
Graduate from SKEMA Business School (Ex-ESC Lille), International Master in Management (International English speaking Program)

**2003 – 2006: Prepa Course**, Scientific, Lycée Paul Valéry (Paris)

### LANGUAGES

- English Bilingual
- French: Native speaker
- Gujarati: Indian mother tongue
- Spanish: Intermediate
- Japanese: Notions

### COMPUTER SKILLS

- MS Office Tools (Word, Excel, Power Point, Outlook, Project), **Google Apps**, SharePoint, ECCL,
- Graphic and webdesign tools (**Photoshop**, InDesign, Illustrator), **CMS** (Wordpress, Magento, Drupal, Joomla), Axure
- Software development notions: HTML/HTML5, CSS, PHP, JS,
- Mac & PC Environment.

### PERSONAL INTERESTS

- Photography: pictures amateur (portraits, animals, landscape, in color or black & white),
- Sports: running, handball, swimming, basketball
- High Tech, ICT, web, social media and marketing,
- Cinema,
- Reading.

### UNION LIFE

**2006 – 2008:** Webmaster of the Student Union of ESC Lille

- IT Project Manager for the creation of the website of the student union,
- Community Management for all events of the student union, the school and the unions of the school (Facebook, student union forum),
- Design of communication supports for the student union (flyers, posters, PAO)

**2006 – 2008:** General Secretary of Oneid, data processing, communication and radio union of ESC Lille

- Organization of events about ICT (lectures, presentation)
- Design of communication supports for the school unions (flyers, posters, PAO)