

Mathieu MARMOUGET

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Date of birth: May 23rd, 1975
Nationality: French

CURRENT POSITION : **BRAND & COMMERCIAL COMMUNICATIONS MANAGER**, ORANGE FRANCE
Over 6 years experience in Communications & Marketing – Telecommunications sector

CAREER

- Since end 2004* **Brand and Commercial Communications Manager**, Orange France, Paris.
- Defining, structuring and implementing a communications policy for **roaming** (in line with the global brand/advertising strategy), **Orange wifi access** service and **online Orange** boutique offers.
- Defining and developing the Orange Brand on the web and looking for new usages of the web as an advertising media in order to maximise interactivity and sales.
- **Rebranding of FT Group** : defining and implementing the online campaign (see <http://super.orange.fr>).
- 2003- end 2004* **Wi-Fi project Manager**, Orange France, Paris.
- Launch of a joint Wi-Fi offer between Orange and France Telecom.
- Coordinating the installation of Orange wifi access service in Accor hotels in France
- Definition of the contractual conditions linked to the same installation in Belgium and Great Britain.
- 2002-2003* **Client Relations Manager**, France Télécom Transpac, Paris.
- Management of the helpdesk and the back office of « bizao », a web portal designed for companies.
- Analysis of client feedback in order to improve the quality of the website optimising procedures and improving technics and defining a S.L.A. (service level agreement) policy.
- 2000-2002* **Consultant**, France Télécom, Paris.
- Creation and management of 'CampusNet', a group of services and educational programs designed to help communications professionals of France Telecom to manipulate NTIC tools like intranet, forums.
- 1999-2000* **Intranet communications Manager**, France Télécom, Paris.
- Coordinating the editorial agenda of the websites NetQM and Bonidoo and their publication.

EDUCATION

- 2000* **Advanced Graduate Degree "I.T. projects and strategies"**, University of Paris VII Denis Diderot (Paris).
1997 **Master in Economic History**, University of Paris X Nanterre. Subject: 'Nicolas II of Russia in Paris, 1896' (the political consequences of the French-Russian economic Alliance). Supervisor: M. Ronald Hubscher.
1995 **Première Supérieure – Khâgne** [intensive undergraduate course in Literature, History, Geography, English, Greek and Latin eq. First Degree], Lycée Albert Schweitzer (Le Raincy).
1994 **Lettres Supérieures – Hypokhâgne**, Lycée Albert Schweitzer (Le Raincy).
1993 **French Baccalauréat** (Mathematics and Physics), Lycée Jean Zay (Aulnay-sous-bois)

LANGUAGES

- French* Mother tongue
English Fluent, numerous stays in the USA and the UK
German Basic
Polish Training

SKILLS AND QUALITIES

- Orange Brand identity and guidelines.
Knowledge of Brand local vs. global issues .
- Managing changes in organizations
Hability to manage transverse projects.
Project management, standards, methods and processes.
- Internet as a media and as a technology and linked protocols.
- Rigorous, creative, open-minded.
Very good relational skills.

INTERESTS

- Eastern Europe : music, cinema, travels, cooking, literature
Excursions, ping-pong and badminton
Sci-fi and asian literature
History, particularly religious history (Degree in Theology – Institut Catholique de Paris – 2000).