

# ALAIN PERROTIN

## Marketing and Sales

### GET IN TOUCH:

Gasstrasse 11 CH-4056 Basel  
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 alain.perrotin@gmail.com

alainperrotin.com



### + EMPLOYMENT

- 02-2014 - Now **MIDO SA , Switzerland**  
**A Swatch Group Company**  
**Sales & Marketing Assistant**  
 B2B Sales Management, reporting to the Brand Manager, CRM, sales and revenue reports. Event management for the Basel World Monitoring of the Marketing Campaigns in Switzerland, Germany and Austria, Mediaplan Coordination of POS opening (logistics, POS material, watch assortment)
- 11-2012 - 02-2014 **BRANDT SUISSE SA , Switzerland**  
**A Fagor Group Company**  
**Marketing Assistant**  
 Operational Marketing, designing and updating nationwide sales and marketing materials for De Dietrich. In charge of the Brand event management (Habitat Jardin, Parcours Gourmands 2013) E-presence, newsletter solution, website administration (CMS), database management
- 07-2012 - 10-2012 **ROCH VALLEY LTD. United Kingdom**  
**Web Marketing freelancer**  
 SEO (on-site optimization) online content editor in German and French (CMS)
- 01-2012 - 07-2012 **ROCH VALLEY LTD. United Kingdom**  
**Web Marketing and Sales assistant**  
 E-commerce (CRM), newsletters, SEO and content management of German and French e-commerce websites (CMS)

### + PROFESSIONAL SKILLS

	average	good	skilled
Event management	●●●●●●●●	●●●●●●●●	●●●●●●●●
Sales management	●●●●●●●●	●●●●●●●●	●●●●●●●●
Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Digital Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
SEO	●●●●●●●●	●●●●●●●●	●●●●●●●●
Photoshop	●●●●●●●●	●●●●●●●●	●●●●●●●●
Illustrator	●●●●●●●●	●●●●●●●●	●●●●●●●●
InDesign	●●●●●●●●	●●●●●●●●	●●●●●●●●
MS Office Suite	●●●●●●●●	●●●●●●●●	●●●●●●●●
Windows	●●●●●●●●	●●●●●●●●	●●●●●●●●
SAP	●●●●●●●●	●●●●●●●●	●●●●●●●●
Mac OSX	●●●●●●●●	●●●●●●●●	●●●●●●●●
French	●●●●●●●●	●●●●●●●●	●●●●●●●●
German	●●●●●●●●	●●●●●●●●	●●●●●●●●
English	●●●●●●●●	●●●●●●●●	●●●●●●●●
Russian	●●●●●●●●	●●●●●●●●	●●●●●●●●

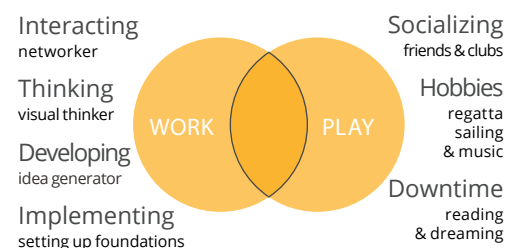
### + PERSONAL SKILLS

	average	good	skilled
Team Player	●●●●●●●●	●●●●●●●●	●●●●●●●●
Creativity	●●●●●●●●	●●●●●●●●	●●●●●●●●
Organization	●●●●●●●●	●●●●●●●●	●●●●●●●●
Communication	●●●●●●●●	●●●●●●●●	●●●●●●●●
Social Commitment	●●●●●●●●	●●●●●●●●	●●●●●●●●

### + EDUCATION

- 2010 - 2012 **Master MIC-AI, Degree in Intercultural Management and International Business**  
**UHA Université de Haute Alsace**  
 International Marketing: Marketing Strategy, Business plan. Project Management: Co-organized a Kimono Exhibition (Event Management). Intercultural Management with a specialization for the Asian Market

### + WORK/PLAY BALANCE



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### + EDUCATION

- 2009 - 2010 **Licence LEA EI, Bachelor Degree in applied languages and economics**  
UHA Université de Haute Alsace  
International Logistics, Import/Export, Incoterms (ICC 2010), Risk Management, Customs duty
- 2006 - 2009 **LLCE Allemand, German Studies and Linguistics Bachelor Degree**  
UHA Université de Haute Alsace  
Historical Linguistics, Semiotics, Grammar, Modern History, Economic history, Social history
- 2005 - 2006 **DUT SRC Communication and Network Services, Technical University Degree**  
IUT UHA Université de Haute Alsace  
Web design: Graphic design (Photoshop, Illustrator)  
Marketing: Marketing-Mix, Direct Marketing, Market Research

### + OTHER RESPONSIBILITIES AND INTERESTS

- 2013 - Now **SRS Bienne Voile Offshore Racing**  
Communication Officer  
Racing as Forecastle on the M34  
Tour de France à la Voile 2013/2014
- 2001 - 2012 **Timpani player, Percussionist**  
Symphony Orchestra of the UHA  
Musique Union de Hegenheim  
Harmonie de Schlierbach

### + WORDS CLOUD

Learning aptitude Analysis  
Communication Adaptability Remuneration  
Responsibility Perseverance  
Motivation Travel Capacity for  
enthusiasm Social aspects Implementation  
Willingness to take risks Family + friends  
Sense of humour Resilience  
Loyalty Promotion Self-criticism Decision  
Initiative Nature Politics Hobbies  
Independence Fact-orientated Sport  
Inventiveness Reliability Discipline  
Security Balance Achievement  
Assertiveness Creation Self-confidence

### + REFERENCE

#### **BRANDT SUISSE SA , Switzerland**

Anthony Carmoun

Marketing Manager

Tel: +41 (0)79 370 18 15

#### **ROCH VALLEY LTD. United Kingdom**

Donna Golding

Sales Manager

Tel: +44 (0)1706 368819