



ARNAUD MICHEL

Born January 1, 1990 · Belgian

+32 474 23 27 73

arnaud.mm.michel@gmail.com

www.arnaud-michel.eu

Business engineer working as Digital Marketing Consultant at Universem, specialised in Web Analytics and Digital Advertising for clients such as Generali, Noukie's, Camber, Unicef, Leonidas or Yves Rocher.

EDUCATION

- 2012 – 2014 **Solvay Brussels School – EM (ULB) | Brussels, Belgium**
Master in Business Engineering – Advanced Management
- 2013 **Universidad de Deusto | Bilbao, Spain**
Exchange semester – International Management
- 2008 – 2012 **Solvay Brussels School – EM (ULB) | Brussels, Belgium**
Bachelor in Business Engineering

EXPERIENCE

- 2016 – Now **Universem SPRL – Digital Marketing Associate Consultant**
- Implementation of Analytic Dashboards
 - Google Analytics follow-up
 - Implementation of tagging plans with Google Tag Manager
 - Implementation of AdWords campaigns and reportings (Search, Display, Mobile, Shopping and remarketing)
- 2015 – 2016 **Youtic SPRL (e-commerce platform) – Data Analyst & Business Developer**
- Identification and prospection of local partners
 - Implementation of weekly reports through Google Analytics
 - Implementation of templates for product imports & updates
 - Synchronization of data flows with Google Merchant Center for Google Shopping campaigns
 - Analysis of a business case applied to the food industry, till no-go decision

AWARD

- 2014 **Prize of Social Economy 2014**
Publishing Award for the thesis "*The Impact of Community Currencies: A Systematic Review*", analysing the economic, social and environmental impacts of community currencies.

PUBLICATION

- 2015 **Scientific paper published in Ecological economics**
A. Michel, M. Hudon. *Community currencies and sustainable development: A systematic review*. Ecological Economics 116 (2015) 160–171

OTHER EXPERIENCES

- Sportsmarket** – Student Consultancy mission for a web start-up
Odrimont T.C. – Tennis Coach

SKILLS

- Microsoft Office Applications** – Excel, Word, Powerpoint
HTML & CSS – basics
E-commerce – affinity with business model
Google Adwords Search – certified
Google Adwords Display – certified
Google Adwords Mobile – certified
Google Adwords Video – certified
Google Adwords Shopping – certified
Google Analytics – certified

LANGUAGES

- French** – Native proficiency
English – Full professional proficiency
Spanish – Professional working proficiency
Dutch – Professional working proficiency

INTERESTS

- Sports** – Tennis, Football, Kitesurf, Ski, Golf
Hobbies – Entrepreneurship, Travelling, Music, Reading, Learning