



# Jerome Collomb

#marketing #product #management

jeromecollomb.com  
jcollomb@gmail.com  
@jayworld  
06 31 55 72 05

## Looking for a new marketing challenge in an ambitious international company.

Passionate and hard working marketing manager with specialty in demand generation.  
Entrepreneurial mind with experience in both fast-paced startups and large multinational companies.

Work & Experiences

### Head of Marketing

MyFeelBack - Toulouse, FR. - 2014/now



Leading global inbound and outbound marketing programs. Planning, executing and growing content marketing and marketing automation strategies for Europe and USA. Responsible of all client-facing marketing initiatives Built a 8-person marketing team from the ground-up. Monitoring KPI analysis and reporting to the CEO. Managing 5 external third-party suppliers while tracking ROI. Supporting technical team with UX/UI wireframes Core member of the executive team: brings solid thinking on strategy, helping other teams perform even better.

### Co-founder & CEO

Appsify - Paris, FR. - 2012/2013



Appsify lets you easily build native iPhone applications without coding skills. 600+ paid customers in 12 different countries, including individuals, agencies and big companies like Ogilvy PR, Oliver Wyman, Bearing Point...

### Social Media Marketing Expert

Shopping.com Ebay Inc. - San Francisco, CA. - 2011



Integrated in the Product Team  
In charge of all the Social Media related projects  
Worked closely with Product Managers to develop UI and UX strategies to maximize on-site traffic conversion  
Official voice of Shopping.com Ebay over Fb and Twitter  
Developed Member engagement on social networks  
Helped directly customers and applications users via Twitter, Facebook, and Google+

### Content & Community Manager

Shopping.com Ebay Inc. - Paris, FR. - 2010



In charge of all the Community projects for France  
Managed all Shopping.com social media platforms  
Designed mock-ups and artwork for web interfaces  
France representative for the US (reporting & analysis)

### Project Manager Mobile Applications

Labotec.com - Startup - Miami, FL - 2009



Implementation and management of apps development  
Project of various platforms (iOS, Android, Blackberry)  
Management of US and FR developers

BtoB lead generation Startups

Mobile apps Product Marketing

Email Marketing Entrepreneur

CRM Content Marketing UX

Professional skills

Excellent communication skills in French & English

Entrepreneur mind, can wear many hats

Expert in lead generation and inbound marketing

Autonomous, able to work with minimal supervision in fast-paced environments

Education

Master's degree Business & Management  
Toulouse Business School  
France

BA Business & Marketing  
London South Bank  
University

Other

Certified by Hubspot in Inbound Marketing, Content Marketing, and Email Marketing

Lived in Paris, London, Barcelona, Miami and San Francisco

Ref.

Steven Bentley  
(Ex) Senior Lead Manager  
Communications  
Ebay Inc. USA