

## **Simon Talvard-Balland**

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### **WORK EXPERIENCE**

**SAP Global Marketing, Inc., New York: April 2008- October 2010, Walldorf (Headquarters) since October 2010**

*Manager, Global Online Marketing*

***In-House Pay Per Click: creation of a pilot structure to internalize PPC execution for 12 markets in Europe***

- Strategic planning in collaboration with Google Europe and Mindshare Europe to ensure transparency between the involved parties
- Link between EMEA campaign managers and SAP global online strategy for campaign execution and controlling
- Optimization of a \$100 000+ Paid Search budget

***Search Marketing: project management, budgets control, internal consulting and reporting***

- Oversee SAP's global Paid Search campaign management with Google and media agencies
- Control Paid Search budgets (*\$7 millions in 2010*)
- In charge of reporting for SAPPHIRE, SAP major conference (*April - October 2010*)
- Use of advance web analytic tools to generate traffic and lead generation reports
- Managing PPC, SEO and Universal Search projects with local and global marketing teams in different countries

***Social Media Marketing: evangelist and strategist – managed and promoted pilot projects in the last 2 years***

- Initiating and managing Social Media related projects on Facebook, YouTube, Twitter, and Wikipedia
- Conceived and designed SAP's first Facebook campaign (*August 2008 – April 2010*)
  - Through drawing attention to SAP.com, increased the number of visits on the website via Facebook by 450% and the number of leads by 700% in 2009
  - Increased SAP's Facebook community by 1500% in 18 months (*2,000 to 30,000 fans*)
- Assisted in developing an online Social Media training for 200 campaign managers in Q4 2009
- Developed SAP's social media guidelines, including Facebook, Wikipedia, YouTube and Twitter

**Dauphine Consulting, Paris: 2007-2008**

*Project manager, overseeing management consulting and marketing opportunities*

- Developed budgets and wrote proposals.
- Oversaw firm's online marketing strategy & managed market research.
- Generated leads and managed business development initiatives.

### **ADDITIONAL EXPERIENCE**

**Website Management and Blogging: 2002-Present**

*Founder and writer for websites and blogs*

- Co-founder of the Institute of Political Science student website ([www.sciencespoaix.com](http://www.sciencespoaix.com))
- Founder and editor of blogs on internet trends (including [www.simontalvard.fr](http://www.simontalvard.fr) in French)

**CIC Banking Group, Aix-en-Provence: Summers 2004 and 2005**

*Summer associate for retail banking firm*

- Managed client relationships and assisted account managers

### **EDUCATION**

**University of Dauphine, Paris: 2007-2008** Master's Degree in Entrepreneurship and Finance

**Sophia University, Tokyo: 2005-2006** One year exchange program in Japan in an intensive Japanese program.

**Institute of Political Science, Aix-en-Provence: 2003-2007** BA in Economy and Finance

Wrote a senior thesis on western music in Japan

### **COMPUTER SKILLS**

Search engine marketing (tools and theory), Advanced level on Windows and Office suite  
Basic coding skills for website creation and optimization (including HTML, CSS, and PHP)

### **LANGUAGES**

Fluent in English and French. Speak advanced level German and conversational Japanese