

ALEXANDRE JARDEL
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WORK EXPERIENCE

2004-2011 CHIEF EXECUTIVE OFFICER & CREATOR of **BIOBBLE.com**
E-portrait, e-reputation and posterity (social network)

- Project manager and fund raising (€300K)
- 1.5 million visitors and 3.5million page views since 2005
- 50 press reports (France 2, France 3, M6, L'Express, Le Monde, Le Parisien, Paris-Match, Metro, RTL2, BFM, 01net, Direct Soir...)
- 15 partners: Reservatweb, Economie Matin, Teaser, Pepsnet.biz, 9 Telecom

2002-2004 CO-CREATOR of **NIGHT ART PRODUCTION**
Art, Cinema and Communication Production Company

- Events Organizer (manager) – Art Director (15 evening functions and concerts)
- Creation of a new film festival
- Drawing up of the society website specifications

2002-2004 CO-CREATOR & SALES EXECUTIVE of **LOOMEDIA**

Media sales Company specialized in indoor communication media, target age:15-34 years.

- Partnership and commercial agreement negotiation for equity shares joining **ZOOM MEDIA INC.** (North American indoor advertising leader) with 25% in June 2001
- Media indexing to agencies, head communication consulting agencies and advertisers.
- Sales, Exchanges and Partnerships Manager (clients: **TECHNIKART, AXE, CAJOLINE, THALYS, KRONENBOURG, NOVA, BERCY, RIZZLA, CAPCOM**) – Turnover of €1.2 million

1996-2007 **COMMUNICATION BELOW THE LINE** – FREELANCE WORK

CONCEPT COPYWRITER - CREATION DIRECTOR - PROJECT MANAGER for **TEMPLIERS PRODUCTION** – **NICO & Co** – **PUBLICIS (OPERATIONS BUDGET RANGE €50K-€1M)**

- **Product & Press Launches**
 - Evening function co-ordinator for the launch of **BALLANTINE'S/ ORA-ÏTO** bottles
 - Golden “Top Com” 1999 for Best Press Release for **VITTEL**.
 - Launch of **LOCH DHU** whiskey for **MOËT HENNESSY DISTRIBUTION**
 - Site design for product and event launches (strategic and artistic management)
- **Events & Evening Functions**
 - New Line studios 40th Anniversary (Cannes 2007)
 - *Les Nuits Imperiales*, international evening function for **MOËT CHANDON**
 - 5th Anniversary of **ENTREVUE** (magazine)
 - Evening functions for **FRANCE TELECOM, ALTIS RESEARCH INT., LES TEMPLIERS** (23 evenings from 1995 to 2004 with 600 to 2500 guests) **KRONENBOURG, TISCALI, ALTADIS**
 - Research and integration of events for **HEINEKEN** (1996-1997)
- **Stands & Institutions**
 - **AVENIR** stand, Cité de la Pub 1997
 - **FRANCE TELECOM** stand, SNCF stations 1997
 - **PACKVISION 2000** stand, World Packaging Showroom 2000 for **EXPOSIUM**
 - Editing of corporate booklet and website, internal communication films/online, invitations

EDUCATION & TRAINING

- 1991-1996 *Apprenticeships*: INCEN TRAVEL CONSEIL (staff incentive, travel and corporate events), SPORT LEADER (sport events), AIR FORCE (hot-air balloon communications), POLE POSITIV (editing and communication), CHALLENGER'S (communication consulting agency), SYLVIE SAMUEL (press relations)
- 1994 -1995 President of the **AMS** (Junior Agency for Student Temporary Work- promotional events)
- 1994 -1996 **DUT** (Academic Degree in Marketing Methods), René Descartes, Paris V.
- 1992 -1993 **ATELIER MET DE PENNINGHEN**, Introductory School of Graphic Arts.

TECHNICAL SKILLS

Word, Excel, PowerPoint (advanced)
Photoshop, Quark Xpress, iMovie (intermediate)
Dreamweaver, Phpmyadmin, MySQL, Joomla, DotNetNuke and SEO (basic)
Writing, staging and production

LANGUAGE SKILLS

French: mother tongue
English: fluent; written and spoken (one year bar and restaurant manager in New York)
Spanish: good; written, read and spoken

HOBBIES & INTERESTS

Member of Forbes Entrepreneur, Viadeo, LinkedIn, Asmallworld...
Surfing (20 year experience, in France, Morocco, USA and Indonesia)
Figurative painting (2 exhibitions/ New York 1998, Paris 2000)
Hot air ballooning – Team national and international competition (from 1995 to 2002)
Cinema and Literature (Barjavel, Sweig, Werber, Hess)
Air Force Reserve Lieutenant (Promotion 93 Fox, C.E.A.M. of Mont de Marsan)