

Frédéric PETERS
Mijlstraat 69
5281 LK Boxtel



47 years old
Born in 1973
at Guéret (France)

French
Bachelor

Professional record

- 2007 - 2020**
13 years
- Webshop**
CEO
- Self Employed**
- Creation of a webshop selling Trampoline and other outdoor products imported from The Netherlands and Germany.
 - Running strategic as well as day to day operation : creation of websites (trampofun.fr en Mon-trampoline.com), running Google Adwords campaign, ensuring customer service as well as deliveries. Translation of the providers catalogue from English or German.
 - Running also provider negotiation, pricing, accountancy and relation with reseller.
 - Trampofun.fr ranked after 2 years in first place for the keyword Trampoline
- 2001 - 2004**
3 years
- Marketing & Communication**
Marketing & Communication Manager
- Chavonnet**
(French leader of sanitary faucets)
- Realization and follow-up of the annual budget (200K€).
 - Global revision of catalogues (main catalogue, price list, spare part). Reduction of creating and printing costs.
 - Creation of Internet site.
 - Creation of computer tools for the sell force (price offer, help-guide for prescription).
 - Creation of a stand for trade shows.
 - Follow-up of media-plan and elaboration of press kits.
 - Realization of mailings (catalogues, information) and e-mailings (invitations for trade shows).
- 1999 - 2001**
2 years
- Sale**
Sales representative
- Legrand**
(World leader of low voltage electrical fittings)
- Sale of products toward big electrical installations companies, management of contract as high as 100K€, writing of technical files.
 - Promotion of the ranges toward the actors of the field (wholesaler, engineering companies...)
- 1997 - 1998**
15 month
- Communication**
Advertisement Manager
- Legrand Australia**
- Realization of catalogues while respecting the graphic charter of the group.
 - Creation of a catalogue for a subsidiary recently integrated into the group.
 - Search and selection of subcontractors (photographer, printer).
 - Organization of a product launch evening for 150 major accounts.
 - Realization and follow-up of the budgets (150K€).

Trainings and seasonal jobs

Nov. 1995 - Dec. 1995 **Marketing** **2 months** **Training period**
Assistant company advisor **Guéret** **IDS centre**
➤ Market study on the feasibility of a training centre, quality control of phone reception (mystery calls) and management for diverse companies (Velux...).

1993 - 1995 **Clermont-Ferrand** **Segma**
➤ Realization of market studies (feasibility study of a product launch for La Poste, market study for the extension of an underground parking...) within the junior-company of the business school.

Aug. 1995 - Oct. 1995 **Advertisement** **3 months** **Training period**
Communication assistant **Limoges** **Legrand**
➤ Realization of communication tools for the launch of a new product range.

June 1994 - Sept. 1994 **4 months** **Training period**
Communication assistant **Limoges** **Legrand**
➤ Realization of the export's catalog in English.

Jan. 1996 - June 1996 **Accounting** **6 months** **Training period**
Management controller assistant **Le plessy robinson** **TRT (Lucent Technologie)**
➤ Revision of the reporting system after the purchase of the telecommunication networks' activities of Philips by Lucent Technologie. Follow-up of the weekly reporting.

Other experiences
➤ Warehouseman, Transport Timmermans (Netherlands), in 1990 (1 month).
➤ Collector of fruits and vegetables, Avignon, in 1991 (2 months) and 1993 (1 month)
➤ Supermarket assistant, E.Leclerc, La Souterraine, in 1992 (2 months).
➤ Barman, Bamberg (Germany), in 1995 (3 months)
➤ Sales in supermarket for Gillette, videos Gaumont and Ricard (Paris - 1996).

Studies

1997 **Ecole Supérieure de Commerce de Clermont-Ferrand**
High Business School (Equivalent to a MBA)

Miscellaneous

Languages : French Mother tongue
English C1 Australia : 15 months
Spanish C1 Spain : 2 years (Grenade, Barcelone)
German B2 Germany : 1 year (Berlin)
Dutch B2 Boxtel since 2016

Softwares : Linux environment, Word, Excel, Power Point, HTML, Wordpress.
Knowledge of Photoshop (Gimp), e-mailing softwares, Magento, Drupal.

Hobbys: Hiking, foreign cinema, short film...

