

Matthieu Bondu



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21/10/1991 - Paris

Education:

Graduate from the Warsaw Advertisement School:
Advertising Strategy and PR

Graduated from Lycée Français de Varsovie in 2009:
Economic and Social Sciences

Non-profit activities:

Member of Rotaract since 2013

Member of Rotary since 2017

Booktrip project: youtu.be/fh6zqiHXJlw

Andrzejki charytatywne: youtu.be/IPI2MCiCbcw

Chairman of the Host Organising Committee for
Rotaract European Convention 2017 Warsaw

Member of the Council of the CCIFP:

2015–2017 and 2017–2020

Experience:

04/2020-

Shiny Carrot

eCommerce Content Director

- Supervising a team of eCommerce experts to boost our clients sales thanks to visual and writtent content
- Creating unique a new eShelf experience for users
- Delivering up to 24% conversion raise providing solutions to improve listing and product page
- Managing international projects accross continents

04/2019-03/2020

Publicis Commerce

Account Manager (eCommerce)

- Working for 3 clients with a strong focus on Unilever
- Responsible for managing the creation of eCommerce written and visual content
- Managing an additional team across markets to create an optimised production approach
- Working hand to hand with all departments, defining scope, approach and deadlines

10/2015-03/2019

BITEME!concept

Key Account Director

- Managing Key Accounts including Carrefour and Nestlé
- Discussing projects and negotiating with C-level while working hand in hand with their team
- Leading a team of designers, copywriters, architects, DTP specialists and project managers for various projects including:
- Responsible for sales, costs planning and profitability both from the company and clients' perspective

04/2014-10/2015

BANANA SPLIT POLSKA:

New Business Manager

- Acquisition of New Clients
- Production of TV and Digital commercials
- Preparing with the Kulczyk Foundation an episode of "Efekt Domina" linked with a documentary project

01/2014-04/2014:

LOWE WARSAW:

Internship in Strategy Department

- Preparing Competition Reviews
- Writing briefings for the Creative Department
- Preparing Bid Presentations
- Translations from English and French into Polish

02/2013-08/2013:

BONDIMEX :

Sales Department

- Contact with French clients
- Negotiating conditions and price with polish suppliers

09/2012-12/2012:

IKEA RETAIL:

Internship in HR Department -

- Creating new employer branding content
- Precise analysis of Universum surveys and preparing a summary for the HR managers
- Creating content for nationwide Webinars

Hobbies:

Lego with my son Alexandre
Piano
Horse-riding

Squash
Sword fighting
Scuba Diving