

MARIE WHITE (BORNE) ☆ Sustainability & Business Performance – Strategic Guidance & Training

51 years old - Driving License - Lyon (69360) France

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Committed to supporting organisations in making ecological transition a real lever for performance.

Certified in Bilan Carbone® and facilitator of innovative learning tools (Climate Fresk, Biodiversity Fresk, Digital Fresk, 2Tonnes). With 20 years' experience in management and strategic consulting, I bring both a systemic vision and hands-on approach to foster meaningful and lasting change.

I also teach in higher education, helping future professionals to integrate sustainability into business and organisational transformation.



EXPERIENCES

Facilitator for Ecological Transition -Independent



MWW - Since June 2023

- Do you want to place environmental issues at the heart of your organization? Let's talk.
- I support companies in their ecological transition through:
- Engaging awareness workshops (Climate Fresk, Digital, Biodiversity, Circular Economy, 2 Tonnes) to mobilize teams
- Collective activation, to move from awareness to concrete action
- Carbon Footprint Assessments (Bilan Carbone®), to measure, understand, and manage your emissions
- Together, let's make the transition a lever for meaning, engagement, and performance.

Adjunct Lecturer

ESDES - Since 2023



Teaching responsible marketing, sustainable development, and new economic models.

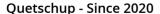
Founder

WWC - Since 2017



Marketing strategy and digital transformation consulting. Supporting SMEs and mid-sized companies in structuring their communication strategies.

Co-founder – E-commerce





Supporting local brands in their digital growth. Developing projects focused on sustainability and the local economy.

Web-marketing director



PhotoWeb.fr - May 2015 to February 2016 - Fulltime - Grenoble - France

 Web-marketing director 10 month contract As the head of the web-marketing department for Photoweb.fr, a French leader in the field of online photo development, and a pure player and specialist in photo products, my mission has been to manage the webmarketing service with a team of 10 people:



Internet Marketing

- Traffic acquisition strategy
- Cross-channel strategy
- Internet marketing
- SEM / SEQ
- **Ergonomics**
- Social media
- M-commerce

Analysis and Strategy

- Dashboards with tailored KPIs
- Definition and monitoring of the marketing plan
- Definition and management of budgets

Management and projects monitoring

- Specifications
- Budget
- Implementation and projects monitoring
- · Controls and adjustments

Management

- · Team Management
- Influence Skills



MBS - Master in business **Studies**

UNIVERSITY COLLEGE DUBLIN (MICHAEL SMURFITT GRADUATE SCHOOL OF **BUSINESS)**

September 1998 to June 2000

- Conduct and follow up the process of new customer sourcing performance: SEA, private sales, affiliation...
- Conduct and follow up of loyalty program performance: segmentation, promotional activities ...
- Conduct and follow up of SEO performance and continuous improvement: positioning, ergonomics ...
- Conduct and follow up graphics development
- Head of the global marketing budget, sales, product and new service performances.

E-business Manager

EUROCAVE - June 2013 to June 2015 - Full-time - Lyon - France

- Newly created position: How to use e-commerce as a lever for sustainable growth in a cross-channel environment in France for Furocave?
- Audit of the business organization resources; information flows, sales organization; logistics
- Online analysis: KPI analysis, objectives definition, priorities definition, allocation of requirements against existing resources.
- • Off & online competitive study and analysis of the potential market.
- Creation: BtoC E-business for the French market in a cross canal environment
- > Clients services set up
- > Web marketing set up (SEO; Newsletter, SEA...)
- > Integration of different company departments: communication; sales, IT...
- • Creation: BtoC E-business for the German market.
- > Training of the local team
- > Web marketing set up (SEO; Newsletter, SEA...)
- Creation: BtoB E-business for the French market in a cross canal environment
- > Client services training
- > Web marketing set up (SEO; Newsletter, SEA...)
- > Integration of different company departments: communication; sales, IT...

E-business manager

cresus.fr - September 2008 to June 2013 - Full-time - Lyon - France

- Newly created position: Adapt, track and boost sales from <u>www.cresus.fr</u> while integrating the strategy within the context of traditional trade
- · · Management of marketing budgets
- • Define and track web-marketing plan, annually.
- • KPIs definition and monitoring and monthly reporting to management
- Team coordination and that of external service providers (managing a team of 5)
- Monitoring of various levers: SEO, SEM, Usability, Affiliate, Display, Retargetting, web 2.0 (blog: www.lovetime.fr) and E-business market intelligence
- • Implementation of customer care and loyalty strategy
- Implementation of m-commerce strategy (cresus.mobi)
- • Market watch, E-competition and reputation

Marketing Manager

ADCOM internet - May 2008 to July 2008 - Full-time - Lyon - France

- Implementation of marketing tools: market research, needs analysis
- Monitoring of specific clients: weekly and monthly reports on SEM and SEO. Monthly optimization on clients websites

BA Honors in business studies

UNIVERSITY OF ABERTAY DUNDEE, ECOSSE

September 1997 to June 1998

MGE - Marketing et Gestion des entreprise

IDRAC LYON - BUSINESS SCHOOL

September 1996 to June 1997

Marketing and Finance

Leaving certificate

LYCÉE ARAGON - GIVORS

September 1994 to June 1994

Leaving certificate in science

DPECF

CRESPA - LYON

September 1994 to June 1996

Diploma of Accounting and Financial Studies



Traveling

- Morocco, Greece, Spain, Portugal, Martinique, Reunion, Italy, Libya, Sri Lanka
- · 5 years in Ireland
- 1 year in scotland
- 1 year in India
- 1 month in Thailande

Sport

- Swimming,
- Skiing

On and Off line marketing Manager

AILLEURS VOYAGES - September 2003 to April 2008 - Full-time - Lyon - France

- New post: Implementation of operational marketing and web development:
- Internet development: In partnership with the production manager and director of the 25 travel agencies, creation of the BtoC website www.ailleurs.com. Elaboration and implementation of the Internet strategy: SEO, affiliation progam (public Idea), newsletter. KPI monitoring.
- Off-line Marketing of the 25 Travel agencies of the group: Uniformity of the image, customer relations, preparations for exhibitions, creation of materials for trade shows, creation of brochures and all marketing tools
- BtoB marketing for all brands of the group: Ailleurs, Afrique Authentique, Guyane Authentique, Stratéo: standardization of the image, publications, exhibitions ...
- Internal communication: creation of the internal newsletter ...

Marketing Executive

DIBS Marketing - September 2002 to August 2003 - Full-time - Lyon - France

- · Marketing studies for specific clients abroad
- Satisfaction surveys

Online Marketing Executive

HOSTELWORLD.COM - July 2000 to November 2001 - Full-time - Dublin - Ireland

- Hostelworld.com is a site selling beds in hostels or low budget hotels and tours for independent travelers. The head office is based in Dublin, Ireland.
- In the premise of the Internet and online marketing, my job was to market hostelworld.com online with the techniques of the moment. It was important to learn about new techniques and technologies in the market.
- We had recorded more than 200 DNS (hostelworld.com but www.hosteldublin.com, hostelireland.com, hostelaustalia.com ...) The next step was to track the natural search with regular submissions.
- Création de nouvelles opportunités en B to B : Promotion du System Inbox (pour hôtels) à des clients potentiels. Définir les stratégies et les mettre en application.
- B to B marketing: Promotion of System Inbox (for hostels) to potential customers. Define strategies and implement them.
- B to C Marketing: Finding new customers and retaining existing customers. (+ newsletter information about the company)
- Internet Marketing: Advertising of 200 websites on search engines and directories.
- Implementation of KPIs and monthly reporting
- Reporting with Webtrends software and Web Position of our affiliated sites.