



# VINCENT SALING

Marketing & Communication Manager  
B2B product sales

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📍 Strasbourg, FRANCE

## BIO & OBJECTIVE

After completing my master's degree in marketing and sales, I stepped into the world of new technologies in the B2B market. For the past 4 years, I have been helping a young software company to build its brand and connect with qualified prospects.

**Now I am looking for a new opportunity in digital marketing and commerce.**

## WORK BACKGROUND

- **MARKETER (70%) - SALESMAN (30%)**      2015 - 2019  
**SIRFULL, Schiltigheim, FRANCE**

SOFTWARE EDITOR (heavy industry - asset management)  
Elaboration of the marketing plan (20K-30K budget/year), generation of qualified leads, creation or order of physical or digital communication media, organization of events (workshops, user clubs), management of the SME product sales (welding software)

- **30% of the turnover generated due to qualifications and marketing work**
- **Increase in brand awareness (+20% /year web visits, +50%/year e-reputation)**
- **16 k/month of SME's products sales (in line with objectives)**

- **SALES ASSISTANT**      2014 (intern)  
**Creative Tours Ltd., CYPRUS**

RECEPTIVE AGENCY (tourism sector)  
Reception and support of customers, prevention of disputes and sales of tourist products.

## EDUCATION

MBA MARKETING & INTERNATIONAL MANAGEMENT  
**CCI CAMPUS, Strasbourg**  
2013 - 2015

MBA BUSINESS ADMINISTRATION  
**Université de Strasbourg (UDS)**  
2008 - 2013

### Associative commitments :

- vice president for animation (Student Life Office)
- Administrative / payroll manager (« StrasWeb » association)

## MASTERED SKILLS

### ● MARKETING

- MARKETING DATA ANALYSIS
- DIGITAL PROJECT MANAGEMENT
- CREATION OF WEB CONTENT (BLOG, MAILING, WEBSITE)
- SEARCH ENGINE OPTIMIZATION (SEO) AND SPONSORED LINKS (SEA)

### ● SALES

- B2B SELLING CYCLE MANAGEMENT
- LEAD GENERATION
- PRODUCT DEMO
- QUOTATION AND NEGOTIATIONS

### ● SOFT SKILLS

- RIGOROUS
- CREATIVE
- COLLABORATIVE
- PERSUASIVE FORCE

## FAVORITE TOOLS

- **DESIGN**      ADOBE - ILLUSTRATOR, INDESIGN, PHOTOSHOP, PREMIER
- **OFFICE**      EXCEL, DYNAMICS CRM, OUTLOOK, POWERPOINT, SHAREPOINT, WORD
- **CRM - WEB**      GOOGLE ADWORDS - ANALYTICS, HUBSPOT, MAILCHIMP, SALESFORCE, WORDPRESS

## LANGUAGES

**FRENCH** - NATIVE  
**ENGLISH** - Advanced (C1)  
**GERMAN** - Beginner (A1)

## HOBBIES

- GUITARE
- MUSIC
- FITNESS
- COOK
- READING
- TRAVEL
- VIDEO-GAMES