RÉMI MATHERON

SOCIAL MEDIA CONSULTANT & TRAINER

Guiding companies through their digital shift.

PERSONAL DETAILS

- ✉ contact@remimatheron.com
- 🏢 Montpellier, France
- 📍 Most of the time in Roma, Italy
- 💼 Rémi Matheron
- 🌐 remimatheron.com
- 📞 +33 6 71 73 78 39
- 📞 +39 375 63 39 629

EDUCATION

Université de Montpellier
LICENCE MSG, ISEM – 2010

- Management
- Marketing
- Communication
- Law
- Statistics
- Accounting

- **Certification** Certification Google Analytics Individual Qualification

SPOKEN LANGUAGES

- French: Larousse Ninja
- Bilingual Portuguese
- Fluent English
- Fluent Italian
- Some Spanish knowledge

PROFESSIONAL EXPERIENCE

Social Media Manager - Formateur - Freelance
FROM 2019 TO PRESENT

- Social Media Strategy
- Content creation
- Copywriting
- Campaign management
- Moderation
- Social media reporting

KEY SECTORS PRACTICED

- Agri-food
- Architecture
- Contemporary Art
- Gastronomy
- Photography
- Tourism
- Real Estate
- Independent press
- Interior Design

Agencies & partners

BUZZMAN AGENCY

- Managing clients' Facebook and Instagram pages for the agency.
- Designing and managing campaigns.
- Handling feedback, moderation, and consumer response.
- Monthly and annual social media reporting.

WISE CREATIVE AGENCY

- Recommandations stratégiques, **content marketing**, **growth hacking**.
- Participation à une levée de fonds pour un magazine indépendant.

PEEL'S – Hospitality and culinary training center.

- Training for professionals in the gastronomy and tourism industry.

SKILLS & IT TOOLS

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- Meta Tools: Business Manager & Business Suite, Creator Studio.
- Advertising Tools: Google Ads, Facebook Ads Manager, LinkedIn Campaign Manager, Pinterest Ads Manager.
- Microsoft & Google Office: Word, Excel, PowerPoint, Access.
- Adobe Suite: Photoshop, Illustrator, Premiere, InDesign, Adobe Express.
- Planning Tools: Hootsuite, Later, Buffer, Swello, Agorapulse.
- Growth hacking: Octoparse, Integromat, Custom Tool Development.

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- Website: Creation and optimization of WordPress sites, web writing.
- SEO tools: Yoast SEO, Semrush, Google Keyword Manager & Analytics..

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- Programming: Automating Excel (Visual Basics), HTML, CSS, Python.