

Thibault MASSON
+33 6 76 24 53 92; thibault.masson@gmail.com

Senior Digital Marketing Expert with Entrepreneurship Skills

CORE COMPETENCIES

- Entrepreneurship
- Business and Marketing Strategies
- People Management
- Communications and Relationship Management

PROFESSIONAL EXPERIENCE

Since 2013	RENTALPRENEURS <i>Founder, Vacation Rental Owner and Marketer</i>	Saint Barthelemy, Caribbean / Bali, Indonesia
	<ul style="list-style-type: none">• Successfully built the operations for and marketed his 4 luxury vacation rental properties, in Bali and in St. Barths (\$500,000+ in booking revenues per year), using listing sites like Airbnb, his own destination websites (RealBali.com and SaintBarth.com), as well as Facebook and Instagram.• Created and trained a team of 12 people, securing 5-star reviews for all 4 properties for top customer service.• Launched RentalPreneurs.com to provide consulting services for vacation rental owners and managers. Doubled the number of leads for a key client while cutting 2/3 of its advertising costs.• Wrote the #1 French book for Airbnb hosts called “Airbnb: Doublez vos Reservations”.	
2007-2013	FASHION FOX <i>Founder, Network of Fashion Magazines in FR, UK and US</i>	Paris, France
	<ul style="list-style-type: none">• Launched and sold a network of fashion blogs, grew the company to 5 full-time employees and 10 free-lancers. Reached a total audience of 500,000 unique visitors per month in 2013.• Analyzed French market and identified unfulfilled demand for plus size fashion content. Developed business plan and strategies for marketing, sales, and operations. Expanded business into the U.S. and the UK.• Monetized the sites through affiliate marketing (\$330,000 in commissions in 2013) and native advertising for clients like Marks & Spencer, Zalando, La Redoute, Sarenza, OneStopPlus, Castaluna and 3 Suisses.	
2005-2007	EBOOKERS.FR (ORBITZ WORLDWIDE) <i>Marketing Manager for Orbitz's French subsidiary</i>	Paris, France
	<ul style="list-style-type: none">• Reorganized all marketing activities for the French market (notably online marketing, PR, and e-mailing).• Increased sales by 75%, while decreasing customer acquisition costs by 25%.	
Summer 2004	ORBITZ - E-Marketing Program Manager (Internship)	Chicago, IL
2000-2003	BROADVISION - Sales Representative for E-commerce Software Company	Paris, France
2000-2005	AFFILIATIONPRO - Founder of First French Site about Affiliate Marketing	Paris, France
1998-2000	CREDIT COMMERCIAL DE FRANCE (HSBC) - Junior Internet Marketing Manager	Paris, France

EDUCATION

2003-2005	MBA, KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY	Evanston, IL
1997-2000	ESSEC (BUSINESS DEGREE°)	Paris, France
1994-1997	INSTITUT D'ETUDES POLITIQUES DE PARIS (SCIENCES PO)	Paris, France

ADDITIONAL DATA

- Native French speaker. Fluent English speaker. Basic command of German and Indonesian.
- Organizations: VRMA (Vacation Rental Managers Association)