

Christophe Ducamp

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Skills :

Direct Marketing and Web Marketing Expertise

Transversal Management (creative, commercial, engineer)

Social Software Research : new behaviors, uses, blogs and online communities

Strong creativity skills, innovation and ability to detect new business models.

Experiences :

2001 – 2006 Elanceur – Owner - Paris

From angel marketing to internet uses research.

Clients : Agromarchés, GDF, Orange, SFR, Canal +, Pages Jaunes, Maison des Bordeaux, Millward Brown, Ylang Télécom (VOIP Suède), Défense Conseil International, Paname (Publicis)

Research : Direct Marketing Direct, Media Prospective, Collective Intelligence and Influence :

- E-writing, cooperation, wikis et weblogs. Micro-community seeding of french geeks, micro-media research, animation. Active collaboration and evangelist on « web standards ».
- [Cluetrain manifesto](#) : collaboration with the authors (translations and sensibilization towards opinion leaders : press, agencies and organizations)
- Fragmented Marketing : from "one to one" to "many to many". Social software affords new behaviors in groups and communities. Word of Mouth, participatory journalism are currently changing our media consuming. The media attention economy is in complete (r)evolution.

1994 – 2000 La Maison Ducamp – Gérant – Paris

Communication Consulting : hosted at Leo Burnett in 1994 and TBWA / Tequila from 1995 to 2000

Strategic recommendation, direct marketing, point of sales, promotion, crisis communication, dot com new business at TBWA Corporate.

Transversal management transversal within the different agencies : integrated communication

Marketing services towards b2b and NTIC clients

Clients : EDF GDF Services, Cetelem-Aurore, Cryo, France Télécom Branche Entreprises, Philip Morris, Nespresso, SNCF, Amadeus France, AOL

1993 Eurocom Direct – New business Manager. Paris.

Development.

Clients : Sonauto Chrysler, Canal +

A merge between Eurocom and RSCG caused the agency to close.

1989 - 1992 Leo Burnett France – New Business Manager. Paris

Strategic recommendation on prospects and clients : Loyalty programme, international coordination (Philip Morris), Responsible to launch the first experience of direct marketing directly integrated in the advertising teams.

Clients : *Philip Morris- BASF - Inter-Continental Hôtels - Procter & Gamble HBC - United Airlines - Citroën Carte Rouge.*

1987-1988 MultiContact - Young & Rubicam (phone marketing) - Director. Paris

Creation of a subsidiary Multicontact.

Creation and developmenet of new business (within and outside group).

Commercial Synergies with Wunderman and CatoJohnson

Clients : Crédit Lyonnais, American Express, Ford, Téléshopping.

Research on the first software dedicated to automatize the production.

Management of 5 collaborators.

1984-1986 - Co-creator of an event agency - Agate. Paris

Prospection and Production towards : Fashion, public institutions, public relations

Eduction :

- 1979-1984 ESCCA Angers. BAC C Saint Jean de Béthune.
- English oral and written. Translations of articles about Web Design and Web Standards. Active contributor in international communities.

Technical Skills :

E-Commerce : Knowledge in portal strategy, telecoms, collaborative platforms (wikis, blogs) and Internet standards. Collaboration on translation of web standards articles (W3C), HTML, WebDesign (CSS) and Microformats.

Extra-curriculum :

- Co-founder **fromages.com** in 1998. In charge of below the line communication (PR and Direct marketing)
- Co-Founder and VP of Igenerator : IT incubator
- Co-author of a book : "Les Blogs, Nouveau Média pour Tous" (M2 Editions – 2004)
- Teacher on Direct Marketing, Media Propsective and Influence : Collège de Polytechnique, ESCP mastère ebusiness et IEMD Lille.
- French administrator and support of Socialtext, collaborative platform for enterprises.
- Aviation, Paragliding, and Saling (catamaran, Class8 et Figaro).