

Maxime Guedj

Founder at Creadity & Student at Auckland University of Technology

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Summary

Armed with curiosity and a willingness to keep thinking out of the box, I try to imagine every day new ways of improving our life with the help of the latest technologies.

My engineering school background help me to stay realistic, rigorous at work and able to well communicate with developers.

Being entrepreneur-minded since ever, I founded Creadity in July 2009, the company through I created and manage the biggest music fans community in France on Facebook which counts more than one millions fans.

Open minded, I'm always ready to take on new challenges, wether I convert it into a success or I fail, I think there's always something new to learn and an opportunity to bounce even higher.

Scroll down to get all the details of my professional experience...

Specialties

Creativity, Startups, Tech Savvy, Usability, Product Marketing, Entrepreneur, Social Media, Mobile Technologies, Marketing, Blogging, Geolocation, Monetization, Virality, Community Management, Negotiation, Innovation, Communication, Advertising, Mindmapping, Music Addict

Experience

Student at Auckland University of Technology

July 2010 - Present (4 months)

I studied :

- Webdesign
- Visual Communication
- Moving Image Production
- Innovation & Entrepreneurship

Going to be exciting and very inspiring!

Founder at Creadity

June 2009 - Present (1 year 5 months)

Start promoting your brand to more than 1,200,000 music fans on Facebook with the biggest French page about music: <http://facebook.com/LaMusique> !

They trust us: Spotify, Atomic Floyd, Jabra, Cinq7, Berry Weight. Why Not You?

--> www.Creadity.com

Entrepreneurship: Created a network of several Facebook pages composed with engaged fans and offering possibilities of partnership to brands. Manage everything from creating the offer to negotiating and selling it.

Marketing: Use it as a lab to experiment social media campaigns and feedbacks on large audience of more than a million fans.

Marketing Junior at RougeFrog

March 2010 - June 2010 (4 months)

Happy Tadpole at # RougeFrog # worked for/on :

Innovate!100: organisation team / www.Innovate100.com

Truphone: product marketing, ui, ux and social media / www.Truphone.com

Basekit: marketing, affiliate, social media / www.Basekit.com

RougeFrog: branding and mobile solution: made from A to Z m.rougefrog.com

1 recommendation available upon request

Marketing Manager Junior at Goojet

September 2009 - February 2010 (6 months)

I worked on a mobile social media product in a constantly changing and growing startup environment and I loved it! Since I was in charge of community management, onsite ad campaigns and product enhancement I improved my written and oral communication skills but also my ability to work with engineers. This environment lets me think creatively and strategically.

Community Management:

- Constantly creating new content for users to incite engagement, passion and conversations.
- Building insights about our community. Proposing strategy to optimize for engagement.
- Managing customer support and reporting ideas, suggestions, to the dev team.
- Remade our FAQ from A to Z and added a bunch of new sections such as the "Getting Started" one in order to improve new users engagement. Communicated with a developer to code a device detection script due to different answers according to the device used.

Onsite Ad management:

- Watching performance and being reactive. Copywriting, testing, improving new messages.
- Communicating directly with agencies to setting up new campaign, solving problems.
- Created creative and impactful presentation template for our campaign reports dedicated to our

clients.

- Written highly accurate specifications to improve our dashboard and gain time.

Marketing:

- Undertook usability studies about our last iPhone app version based on my mobile experience and extensive knowledge of the community in order to propose improved specifications to the UI Design Team.

- Created from A to Z a keynote including copywriting and designing for a Mobile Monday presentation dedicated to mobile media. One constraint: the title and subject were imposed by the CEO since he was presenting it. Needed to adapt to his needs and create something out of the box.

- Wireframed the new intro page of our website www.Goojet.com

- Complete review of the new iPhone app UI & UX

1 recommendation available upon request

Marketing Assistant at MobiLuck

July 2009 - July 2009

- # Communication: Set new self-hosted Wordpress blog (theme customization+plugin+optimization) with a new URL (blog.mobiluck.com), Twitter with customized background and Facebook page. Evangelized community management trying to make our users even more happy.

- # Product: Insight analysis using internal KPI's tool, AdMob Analytics and Google Analytics. Created new goals on Google Analytics to refine user experience with funnel visualization. Modified the intro page increasing CTR by 10%

- # Monetization: Complete report about the virtual goods market. Brainstormed about "what would user pay for?" and organized ideas with mindmaps. Proposed a roadmap to monetize the service and be ad-independent.

2 recommendations available upon request

Art Director & Web2.0 Evangelist at Radio EvryOne

May 2008 - June 2009 (1 year 2 months)

- # Radio EvryOne is the second student radio in France #

- # in charge of relations between the radio and labels, productions, artists.

I organised and made more than 20 interviews of artists, bands. (Including Wax Tailor, Oxmo Puccino, Chinese Man, Naive New Beaters, Sporto Kantès, Beat Assailant...)

- # also in charge of the communication on the internet as media manager.

I boosted the radio with the latest digital marketing trends. Buzzed on social platforms, made/edited videos and illustrations. I created and animated accounts on MySpace, Dailymotion, YouTube, Facebook...

I also went to the Mobile World Congress 09 in Barcelona as a reporter and created a Twitter + Flickr + Youtube where I shared all of my discoveries.

Our team (we were two) is "ILoveMWC" so you can find us at twitter.com/ILoveMWC - flickr.com/ILoveMWC and youtube.com/ILoveMWC

My aim was to refresh its content and make it attractive for students who wanted to discover some fresh music.

- We emit on 95.4 for Essonne and on the internet : www.EvryOne.com

- You can also find us on :

www.myspace.com/RadioEvryOne

www.facebook.com/RadioEvryOne

www.dailymotion.com/radio_evryone

1 recommendation available upon request

Engineer Intern at Sitcom Software

July 2008 - August 2008 (2 months)

Working on VoIP :

- Creating a custom LINUX distribution (based on CentOS) in order to make a fully automated installation of an ASTERISK server.

- Marketing analysis around their product.

Working on multimedia kiosks :

- Improvement of the current system.

- Strategy analysis and launch of the project.

1 recommendation available upon request

Presenter at Radio EvryOne

November 2007 - June 2008 (8 months)

Radio show presenter. I took part in two shows, EvryJazz and OneTrip.

EvryJazz was dedicated to jazz music and OneTrip was dedicated to trip-hop and downtempo.

www.evryone.com

Co-Creator at HandiAct'

November 2007 - June 2008 (8 months)

Part of a group called HandiAct' made to improve communication between children and other children with serious visual impairments. We organized three encounters where children were able to share their experience by playing activities.

We made this project from nothing so it implied : finding schools and partners, having authorizations, financing, organising encounters...

Education

Auckland University of Technology

Entrepreneurship, Innovation and Digital Media, 2010 - 2010

Telecom INT

2007 - 2010

Activities and Societies: Radio EvryOne, Liste BDE, Forum des Télécommunications (Communication Dept).

Telecom SudParis

2007 - 2010

Activities and Societies: Radio EvryOne, Liste BDE, Forum des Télécommunications (Communication Dept.).

Lycée Saliege

Prepa, Mat Sup/Spé *, 2005 - 2007

Interests

new technologies, internet, mobile phone, innovation, creation, blogging, music, cinema

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7 people have recommended Maxime

"Maxime worked as Marketing Intern for RougeFrog over a 4 month period. During this time, Max has been very professional, hard working and committed to his work. He also has a great mix of skills in the marketing and technical arena which allows him to apprehend his work from both angles and to add flexibility and quality to his deliverables. Despite his young age, Max is a very mature individual, who demonstrates creative flair and comes with clever alternatives when facing issues in a fast moving environment. I enjoyed working with him and hope to do so again in the future."

— **Stephanie Bouchet**, was Maxime's client

"I rarely worked with someone that committed. Maxime is a passionate and dedicated technical leader. While at Mobiluck, Maxime put a great deal of efforts to make the product viral and successful thanks to his marketing and business skills. Not only would I recommend Maxime for any technical/lead/marketing position, but I would gladly work with him if the situation came up."

— **Adrien Wiesebron**, *Web dev, MobiLuck*, worked directly with Maxime at MobiLuck

"Maxime has been an intern for us for a few months and has shown outstanding involvement and motivation. Building on his good sense and his great social Web culture, he became very rapidly operational and started adding value not only through well-crafted contributions but also with lots of great ideas on various topics. Detail-caring, asking the right questions, Maxime also regularly wants to get feedback on his work, which to me is essential but not as always the case as I'd like with junior guys. I'd be very happy to work with him in the future."

— **Guillaume Decugis**, *CEO, Goojet*, managed Maxime indirectly at Goojet

"Always full of ideas, he has an eye for detail and shows a great professionalism. A person to whom I trusted blindly."

— **Julien Zanni**, *President, Radio EvryOne*, managed Maxime at Radio EvryOne

"Maxime is the kind of person you want on your team ... not just because of his innate understanding and hands-on experience in internet marketing but also because of his enthusiasm and energy, creativity and keenness to make things happen that have a real impact on the

business."

— **Patrick Lord**, *Director of Marketing and Communications, MobiLuck*, managed Maxime at MobiLuck

"I strongly recommend Maxime Guedj as a future manager in IT innovation. Maxime is a future telecom engineer graduate, with the right skills for a comprehensive vision in IT markets. Furthermore, he has developed very good personal skills in communications, thanks to his commitments throughout internships and student associations."

— **Vincent Rigaut**, advised Maxime at Telecom SudParis

"Maxime was a hard-working trainee with a strong will to learn about VOIP telephony and Linux. By the end of his training period he had learned Bash Scripting and how to automate an installation of a Linux Distribution as well as basics concerning VOIP. He was a pleasant and cheerful teammate, it was very nice to work with him."

— **Julien Manteau**, *Engineer Trainee, Sitcom*, worked directly with Maxime at Sitcom Software

[Contact Maxime on LinkedIn](#)