

MAILO ARSAC

11660 Chenault St., Los Angeles, CA 90049

T: (541) 778-3200

mailo.arsac@me.com - www.mailoarsac.com

OBJECTIVE

Seeking a position in product management within a dynamic online entertainment company.

EXPERIENCE

ATOUT FRANCE - The French Government Tourist Office **Web Project Manager**

Beverly Hills, CA
May 2008 – Present

- Coordinated migration, configuration and implementation of CRM solution for database of 22,000 contacts.
- Introduced web 2.0 interactivity to us.franceguide.com to stimulate traffic through social media outlets
- Increased yearly website traffic from 39,000 yearly visits to 68,000 from 2008 to 2010.
- Launched two online web seminars for French partners with 250 travel agent in attendance per session.
- Fully bilingual, interacting with both French and American partners.
- Overhauled design and content of monthly newsletter to 22,000 contacts, increasing click-to-open-rate by 3%.
- Developed a geolocation based search engine for users to locate certified agents which has been ported to Canadian, Spanish and Danish markets.
- Produced design and markup for email-blasts which was previously outsourced at considerable cost.
- Implemented an online, flash-based, travel agent training program with 75 agents in training the first month.

Kat Wok **General Manager**

Ashland, OR
June 2007 – April 2008

- Recruited, hired, supervised, scheduled, and motivated a staff of up to 20.
- Implemented new ordering techniques that lowered costs up to 20 percent.
- Trained service staff to focus on customer service and increase profits through suggestive selling.
- Improved productivity and morale by initiating programs that created accountability and provided additional training.

TECHNICAL SKILLS

- **Operating Systems:** Mac OS X, Windows XP/2000/Vista/7, UNIX/LINUX
- **Applications:** Adobe CS4 Suite (Photoshop, Illustrator, Fireworks, Dreamweaver, Flash), Coda, MS Office, iWork
- **Networking:** SSH, Apache, SFTP/FTP, TCP/IP
- **Languages/Frameworks:** HTML, DHTML, XML, PHP, CSS, MySQL, JQuery
- **CMS:** Wordpress, Drupal, Joomla, Expression Engine

EDUCATION

UNIVERSITY OF OREGON **Eugene, OR**

Bachelor of Arts, French, *June 2007*

Minor: Business Administration

ADDITIONAL SKILLS

Language Skills: Fluent in French (Written and Oral)
Strong interpersonal, communication and public speaking skills

ACTIVITIES OF NOTE

Study Abroad in France (1995-1996, 1999-2000) Paris, France
University of Oregon Rugby Team (2002-2004) Athlete