

**Nicolas Laustriat**  
2, rue Jacques Offenbach  
78100 Saint-Germain-en-Laye  
+33 6 17 01 26 77  
[nlaustriat@poleetic.com](mailto:nlaustriat@poleetic.com)  
<http://nicolas.laustriat.com>  
31 ans - Married  
Nationality: french

**Independent consultant**  
**On line communication strategy**  
**and new media**

## ▣ PROFILE : WEB CONSULTANT

- ✓ Definition and launch of **on line communication strategy**.
- ✓ Master in **coordination** of multimedia and cross media projects.
- ✓ Master in the **functional and technical** web environment.
- ✓ Master of **workflow management** and information sharing.
- ✓ **Project mutualization** between partner medias and business units.
- ✓ **Web positioning** and **accessibility expertise**.

## ▣ PROFESSIONAL EXPERIENCES

Present

**On line communication strategy and new media consultant** Via the consulting firm Equancy (2003 - 2005), then in "portage salarial".  
Customer References: Lafarge, MediaRh, Les rois mages, Ensta, Biocyte...

**Trainer** through CEGOS since 2009 on WEB 2.0, 2-day module for 5-10 people.

Audits, consulting and completed projects – The Lafarge Group example:

**Supported and developed the conception and launch of Lafarge's on line communication strategy:**

- Innovative proposition and adaptation of institutional communication for on line media,
- Creation and implementation of the Lafarge Internet architecture and its graphic charter,
- Management of the statistic tool, identification of key performance indicators,
- Identification of on line crisis management.

**Project management:**

- **Evaluation** of the defined budget and planning,
- **Coordination of needs** between communications and stakeholders,
- **Accessibility** definition and **positioning** optimization,
- **Initiation of the corporate crisis website** and its process,
- **Realization of the custom C.M.S** (content management system) ,
- Mutualize **content deployment over 140 websites**.

**Results:**

- ⇒ **Over 50 000 visitors during the first year,**
- ⇒ 2009: **7<sup>th</sup> e-recruitment website & corporate** - Potential park study
- ⇒ 2008: **1<sup>st</sup> French corporate website** - Webranking's study
- ⇒ 2008 : Individual shareholders prize - Boursorama website.
- ⇒ 2008: **1<sup>st</sup> CAC40 website with the silver Accessiweb label,**
- ⇒ 2007: 2<sup>nd</sup> French corporate website corporate - Webranking's study
- ⇒ 2007: **2<sup>nd</sup> of the «Grand Prix»** in the Boursorama's «Boursoscan» contest,
- ⇒ 2006: Top100 Integration in the Best practices corporatewebsite.com,
- ⇒ 2005: **Prize «coup de cœur»** in the «Boursoscan» contest,
- ⇒ 2004: 4<sup>th</sup> French corporate website - Webranking's study,
- ⇒ 2004: **2<sup>nd</sup> CAC40 financial website** - La Tribune's study,

- 2000/2002**     **Webmaster and IT manager** for the LME company (importer and distributor of office furniture). Conception of the e-business website for the AMBM unity.
- 1999/2000**     **Designer** of the MISSIVE label and the on line record shop OPEN- SOUND.
- 1998/1999**     **Multimedia Creator and integrator** for the AUXITEC firm. Development of Internet websites. **Photoshop training for the** Total company.

#### ▶ EDUCATION - LANGUAGE

- 1999**            **Graduate of the CESI, CIM Section** (Multimedia Developer integrator). Alternate training done in the group AUXITEC.
- 1998**            **BTS CPI** (Industrial products conception) - Lycée Jules Ferry in Versailles.
- Language**       **English – fluent.**

#### ▶ PERSONAL PROJECTS AND HOBBIES

**President of the Proverbe association** ([www.proverbe-art.com](http://www.proverbe-art.com)):

Promotion and production of multimedia artists (events, newsletter, website).

**Sound Designer / Disc-Jockey** ([www.djlut-s.com](http://www.djlut-s.com)):

Ambiances realized for Xuly Bet, Ford agency, Alexandre Mostras, Move Expo, LM Galery, Piper-Heidsieck, Carhartt, Mitsubishi-Telecom, LeWeb3.com...

**Monthly radioshow since 2004:**

Broadcast on « Triangle FM » and on the on line radio « Electrone.net ».

**Jogging and endurance experience.**