Paul Andrica

Profile

Webmaster / Web Publisher with 5+ years experience in telecom, responsible for end-to-end website operations across content governance, SEO, analytics, accessibility, security and performance. I keep sites fast, stable and easy to find, turning business goals into web experiences that boost brand engagement. Comfortable with all modern CMS ecosystems.

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Education

WEB DEVELOPMENT
Intec Burssel, Brussels
Graduated - 2020

WEB DESIGN, DIGITAL/MULTIMEDIA
CVO Volt, Leuven
Graduated - 2019

Skills

PROFESSIONAL

- Team Collaboration
- Critical & Design Thinking
- Agile Delivery & Sprint Planning
- Mentorship
- Prioritization & Decision-Making
- Attention to Detail & Quality Focus

TECHNICAL

- Google Search console & Ads
- CMS (Magnolia, Contentful, Wordpress)
- Semrush, Semji, Contentsquare
- Jira, Target Process, Confluence, Sharepoint
- Copywriting
- Adobe Creative Suite, Figma, Figjam
- HTML, CSS, JAVASCRIPT, React.js, Astro.js, Tailwind, Foundation
- Adobe Target & Analytics
- ChatGPT, Claude, Gemini

Work Experience

SENIOR WEB PUBLISHER & INTEGRATOR
CONTENT SELLING DESIGNER
Proximus (via SII Belgium) , *Brussels*   *Oct, 2020 - Present*

- **SEO Strategy & On-Page Execution:** Build keyword maps and content briefs with Semrush, Google Keyword Planner, and Semji; implement optimized titles, meta descriptions, headings, alt text, and internal linking aligned to topical clusters and intent; improve Google search visibility and rankings for content and landing pages

- **UX Research to Build:** Translate UX research and usability findings into page narratives, information architecture, and component selection; produce page builds so copy, layout, and interactions reflect user needs.

- **Analytics & Reporting (Adobe Analytics & Contentsquare):** Track and report click-through rates on key CTAs, module-level click distribution, and page views; maintain dashboards, validate event tagging, and share weekly insights to shape content and test priorities.

- **Experimentation & Personalization (Adobe Target):** Design and launch A/B tests and targeted experiences on high-intent journeys; define success criteria with analysts and ensure reliable tagging, QA, and clean rollouts.

- **CMS Management (Magnolia & Contentful):** Create reusable components and templates, uphold content governance, and deliver timely releases with pre-publish SEO and accessibility checks.

- **Multilingual Copywriting (EN/FR/NL):** Write and adapt conversion-oriented landing pages, product/content pages, and informational sections; maintain consistent brand voice and compliance across languages.

- **Site Quality & Technical SEO:** Improve performance and UX (responsive builds, efficient image handling, lazy loading, CSS hygiene); validate redirects, canonical tags, robots directives, and sitemaps on every release.

Languages

- English (fluent)
- French (fluent)
- Dutch (conversational)
- Romanian (Native)

- **Stakeholder Management:** Coordinate with marketers to align in-store and web promotions; partner with UX designers, product owners, and analysts to prioritize backlog and land time-critical launches.

- **AI & Custom GPTs:** Build and customize task-specific GPTs to accelerate content briefs, keyword clustering, SEO QA, multilingual copy checks, and stakeholder summaries; use AI-assisted research for competitor scans, SERP analysis, and test ideation in line with privacy and brand governance.

- **Documentation & Enablement (Confluence):** Publishing checklists & document CMS & component usage, SEO guidelines, and experimentation workflows to standardize delivery and speed onboarding.