

Arthur Blanchard

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linkedin.com/in/arthur-blanchard-345693202 | My Portfolio

Skills and Tools

Technical Skills: SEO and Analytics: Google Search Console, Screaming Frog, GA4, Semrush, LowFruits, Majestic

Content and Copywriting: On-page optimization, content strategy, SEO copywriting, Landing Pages

CMS and Web Tools: WordPress, Figma, Lemlist, MailChimp, Shopify,

Marketing Tools: Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro)

Education

Mantra (formerly GrowthMakers), B2B Marketing Training November. 2024 – Present

- **Coursework:** B2B Prospecting, B2B Cold Emailing, SEO and Organic Acquisition, Creating High-Converting Landing Pages.

PPA Business School, Master's Degree in Communication and Digital Marketing Sept. 2021 – July 2023

- **Coursework:** SEO, Email Automation, Webdesign, Content strategy, Design Tools: Adobe InDesign and Photoshop, Video creation (After Effects).

Western Catholic University, Bachelor's Degree in Information and Communication Sept. 2018 – July 2021

- **Coursework:** Web Development Technologies, Strategic and Financial Business Challenges, Desktop Publishing (InDesign, Photoshop), Data Journalism, Editorial and Content Strategy.

Work Experience

Digital Marketing Coordinator, WineEmotion USA – Orlando, FL, United States Novembre 2023 – April 2025

- Wrote SEO articles and new pages to improve SEO performance and increase organic traffic.
- Implemented interactive features on the website, including the ROI Calculator and Locations page, to improve user experience and drive lead engagement.
- Designed and launched downloadable lead magnets, such as an industry guide, to boost lead generation for the sales team.
- Wrote guest articles for industry-related websites to earn high-quality backlinks and improve domain authority.
- Developed and executed content calendars for social media platforms to drive engagement and reinforce brand positioning to support brand awareness and SEO.
- Developed and executed a personalized outbound messaging strategy (Setting) to enhance lead generation through ultra-personalized written conversations.
- Created product brochures highlighting key features and benefits to support sales initiatives.
- Produced instructional videos showcasing machine functionality to improve customer onboarding and after-sales support.

Marketing Coordinator, Groupe ILDA - Saint-Martin-Le-Vinoux, FR September 2021 – August 2023,

- Development of new pages to target transactional and local keywords, reaching the Top 5 in the SERPs.
- Local SEO with Google My Business listing: posting updates, regular management, and obtaining 90 reviews.
- Created promotional videos using After Effects
- Created communication materials (brochures, greeting cards, etc.).

About Me

Languages: English, French (mother tongue)

Hobbies / Interests: Soccer, Basketball, Podcasts, Traveling