

Cedric Delanchy

Product Manager

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My career in digital and entrepreneurship has seen me assume critical roles in a variety of contexts, affording me extensive expertise in analytics, digital product development, data and marketing. This journey has equipped me with a keen ability to collaborate and contribute to innovative strategies seamlessly with cross-functional teams to drive progress and value based on impactful insights. Harnessing the power of data and analytical tools, I excel at navigating product challenges, focusing on strategic objectives and opportunities for development.

CLIENTS

- Air France
- Voyages SNCF
- SFL (Groupe FNAC)
- Auchan
- Europcar
- CDISCOUNT

COMPETENCIES

- Strategic Thinking
- Data Analytic
- Digital and data product management
- User-centered design
- Project Management & Agile Methodologies
- Cross-functional Team Leadership
- Problem solving

SOME TOOLS

- IA ★★★★★
- SQL ★★★★★
- DBT ★★★★★
- Fivetran ★★★★★
- BigQuery ★★★★★
- Make/Zapier/N8N ★★★★★
- Dataviz ★★★★★
- Segment ★★★★★
- Mixpanel ★★★★★
- Hotjar ★★★★★
- Customer.io ★★★★★
- Clickup/Notion/Trello ★★★★★
- Cookiebot ★★★★★
- Canny.io ★★★★★

LANGUES

ANGLAIS Bilingue

FRANCAIS Natif

EXPERIENCES

Startup Mentor - Euratechnologies

5 months, Lille

Freelance Teacher - Le Wagon

06 months, Lille (France) & Remote

Product Manager/Co-Founder - The Tricks Network

2.5 years, Lille (France) & Remote

E-Commerce Trading Manager - Snooze

08 months, Melbourne (Australia)

E-Commerce Manager AU/NZ - Europcar

1.5 year, Melbourne (Australia)

Website Manager AU/NZ - Europcar

2 years, Melbourne (Australia)

E-Business/Web Analytics Consultant - CGI

3 years, Lille (France)

E-Commerce Project Manager - C2B Interactive

3 years, Lille (France)

► Detailed Experiences

01/2024 - Today
Lille, France

PRODUCT MANAGER

Freelance

- Conceive, create or rebuild innovative **digital products**.
- Roll-out **end-to-end solutions** based on strategic needs.
- **Drive growth** and **user adoption**.
- Build data products and dashboards to **help data-driven decisions**.
- **Cross-functional** project management.
- **Roadmapping** and business objectives.
- Agile processes & **fast innovation**.
- **Digitalization** and business automation.

01/2024 - 06/2024
Lille & remote, France

TEACHER DATA ANALYST BOOTCAMP

Le Wagon - Freelance

- Lead teacher for **Tracking & GTM**, **DBT** and **Reverse ETL** courses.

03/2021 - 08/2023
Lille & remote, France

CPO / CO-FOUNDER

The Tricks Network - Full Time

Combining media and technology, The Tricks Network aimed to create interconnected digital products tailored for the extreme sports community (riders and professionals) to facilitate industry digitalization and help content creators.

- **Define, lead and manage** digital product development from discovery to delivery.
- Ownership of the data analytics stack to promote a **data driven approach**.
- **Ensure compliance** with GDPR regulations and best practices.
- Identify monetization opportunities and create in-app features to **improve user engagement**.
- **Establish processes** and methodologies for product development.
- **Advise** on product positioning and go-to-market strategies.

02/2019 - 08/2019
Melbourne, Australie

E-COMMERCE TRADING MANAGER

Snooze.com.au - Full Time

- Ownership of the online POS and web experience to **drive online sales and in-store traffic** through scalable solutions and CRO leading to a **+57% of online transactions in 5 months**.
- **Roadmap** management and **prioritization** of backlog to maximize delivery value and improve **online user experience** and **conversion**.
- Oversee content accuracy including **strategic campaigns**, product details or specific action plan working collaboratively with the wider business and partners to improve overall KPIs.
- Share **strategic thinking** with upper management to **influence changes** within the organization to improve **deliverability, productivity** and drive more **ROI**.

05/2017 - 11/2018
Melbourne, Australie

E-COMMERCE MANAGER AUSTRALIA & NEW ZEALAND

Europcar - Full Time

- Country manager for eCommerce & Direct to brand online strategy across AU & NZ markets achieving a **+7% YoY growth revenue** for AU and **+20% for NZ**.
- Research, analyze and **provide insights to stakeholders** to leverage **business opportunities** through analytics (weekly, monthly or ad hoc).
- Manage and steer local activity to generate **revenue growth** and **improve customer experience**.
- Create & drive the local commercial plan including **Inbound & Outbound activities**.
- **Work in conjunction with Business Units** to coordinate a digital plan accordingly.
- Lead & **manage the eCommerce team** (2 team members).

05/2015 - 05/2017
Melbourne, Australie

WEBSITE MANAGER AUSTRALIA & NEW ZEALAND

Europcar - Full Time

11/2011 - 04/2014
Lille, France

E-BUSINESS & WEB ANALYTIC CONSULTANT

CGI - Full Time

- Tender & Proposal, solution & product design **workshops**, business needs and **requirements**, design and draft functional **specifications**, **lead** projects and **coordinate** cross-functional teams
- **Air France**: led the tracking's migration to a TMS and BI tool ownership
- **Auchan**: fonctionnal design of an E-Commerce website with a third party community tool integration
- **Voyages SNCF**: project management of the "Mon chauffeur" SNCF service website
- **SFL**: full redesign of the corporate website

➤ EDUCATION/CERTIFICATIONS

12/2023
Lille

Data Analyst Certification

Le Wagon

02/2021
Online

Product Owner Certification

OpenClassrooms

07/2020
Online

Integrate web QA rules and vocabulary into professional practice

OPQUAST

08/2018
Lille, France

Master's Degree in E-Business Management

IMMD