



## PROFILE

Through 5 years of experience in Marketing I have shown relevant skills and curiosity for project management and IT. This is the reason why I recently decided to expand my knowledge and continue my career path in IT. I started to learn Javascript, PHP and Mendix by myself but decided to start a complete coding course since January in order to gain all the relevant skills to become a web developer.

## CONTACT

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## KEY SKILLS

- Mendix
- Wordpress
- Javascript
- CSS
- HTML
- PHP
- Google ads
- Google analytics
- Ahrefs
- Intercultural communication
- Management skills
- Adaptability

## CERTIFICATIONS

- **Learn PHP Course** – certified by Codecademy - October 2022
- **Learn JavaScript Course** – certified by Codecademy – November 2022
- **Rapid Developer** – certified by Mendix – November 2022

# FLORIANE MICHELAT

## EDUCATION

### WBS Coding School

Full-Stack Web & App development bootcamp

Jan – May 2023

Intensive course to become a certified full-stack web developer, Learning Javascript, React, SQL, NodeJS

### ICN Business School

Master's degree in Management

2014 - 2018

Major: Marketing

### Carnot High School

Preparatory class for the highest ranked French Business School

2011 – 2014

### Nodier High School

Baccalaureate Scientific Section

2011

## WORK EXPERIENCE

### Marketing Performance Analyst

**Inyova GmbH, Frankfurt am Main, Germany**

Nov 2021 – Oct 2022

Product owner of the company website:

- Updated company websites according to stakeholders' requirements (created landing pages, implemented SEO best practices)

Project management:

- Launched of a new company website (implemented effective communication between the teams,
- Kept an overview of the project.
- Prioritized the different activities to meet to project goals)

Google Ads:

- Improved the quality score (from 3 to 4)
- Decreased the cost per conversion (by 33%)
- Managed keywords and created new ads for Germany and Switzerland (FR, EN, DE)

### Marketing Manager

**iSi GmbH, Darmstadt, Germany**

Sept 2018 – Jul 2021

Wordpress and Shopware 5 and 6:

- Created and posted webpages in 4 different languages.
- Improved the user experiences thanks to the installations of new plugins.

## LANGUAGES

- French: Native
- English: Highly proficient
- German: B1/B2
- Spanish: B2
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## INTERESTS

- Boulder
- Psychology
- Programming

### SEO-optimization:

- Optimized blogs and website: researched new keyword opportunities.
- Reached 5.5K of visits per month on the blog
- Recreated the whole category tree of the websites
- Updated the product portfolio to implement SEO best practices (portfolio of 30+ brands).

### Team-management:

- Managed an international team implementing inter-cultural communication.

### Google Ads:

- Managed and improved cost per conversion (budget EUR20K+)
- Created and expanded the affiliate network.

## SEO Analyst

### iSi GmbH, Darmstadt, Germany

Feb 2018 – Aug 2018

- Managed online campaigns
- SEO-improved the company websites for a better ranking
- Contacted bloggers for backlinking campaigns

## Internship in Marketing

### Metarom Iberica, Barcelona, Spain

Jan 2017 – Jul 2017

- Conducted a market analysis in Europe to identify the most popular drinks per country
- Helped in designing and implementing a group strategy including different subsidiaries and departments (laboratory, marketing, and sales)

## Customer Agent Support for Microsoft Bing Ads

### Bertelsmann SE & Co. KGaA

Aug 2016 – Dec 2016

- Assisted firms in creating and managing their Bing Ads accounts

## PROJECTS

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**Cookbook:** March 2023 – Link React to a CMS to make it easier to add content to your website, the user should be able to navigate the content and filter it using a search bar and filters – Javascript, React – [GitHub repository](#)

**Hacker News:** March 2023: Build a version of Hacker News with a search feature by using their API - Javascript, React - [GitHub repository](#)

*These are only two examples, please refer to my GitHub account for more. Link in contact details.*