



# LOUIS PICARD

DIGITAL PROJECT MANAGER  
SELF-TAUGHT PROGRAMMER



## CONTACT

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## SKILLS

### LANGUAGE SKILLS

French	Native language
English	C1 Level
Spanish	C1 Level
Dutch	A2 Level
Portuguese	A2 Level

### IT SKILLS

HTML5/CSS3/JavaScript  
Analytics 4 & GTM  
Wordpress/Woocommerce  
Design Photoshop/Canva  
Pack Office 360

## DIPLOMAS

Certificaat Universiteit Leiden  
Nederlands A2 - 2021  
TOEIC (915/980 points) - 2017  
TOEFL (578/677 points) - 2015  
DELE Cervantes (B2) - 2014

## INTERNATIONAL EXPERIENCES

### 2020-2022

2 years expatriate in the Netherlands as V.I.E with the Business France organization

### 2017-2018

Semester in Rio de Janeiro (Brazil) at the Pontifical Catholic University

### 2012-2013

High School Year abroad in Formosa (Argentina) with the International Association AFS

## ABOUT ME

Digital Project Manager with 3 years experience creating and maintaining functional, attractive and responsive websites. Clear understanding of modern technologies and best design practices. Experienced with Wordpress, Google Analytics and GTM. I want later on to become Web Developer as I am convinced it will better serve my career evolution interests.

## EDUCATION

### ESSCA BUSINESS SCHOOL OF MANAGEMENT

ESSCA - Paris 2014-2020

Master of Science degree Digital Marketing and Big Data for Value

## EXPERIENCES

### DIGITAL PROJECT MANAGER

SERVIER NEDERLAND, Leiden, June 2020 - May 2022

- Design and build website (**Wordpress and Divi Builder**), aligned with budget (**12.000€**)
- Monitor site load issue (**score 87/100 on PageSpeedInsight**), user traffic (**+7,2k sessions and +2,5k unique visitors**) and keywords performance (**SEO**) **Analytics**.
- Participating in **omnichannel projects** by developing better user tracking (**+180 user accounts**) via a **tailormade data layer** and **tagging plan** with **Google Tag Manager and Analytics 4**
- Working hand in hand with Marketing and KAM to **create and implement content online** (**18 webinars, 27 podcasts/videocasts, 9 blog posts**).

### BRAND CONTENT & DIGITAL MARKETING ASSISTANT

LABORATOIRE GALLIA-DANONE ELN, Lyon, July 2019 - December 2019

- Manage Laboratoire Gallia's website :improving **SEO**, emailing operations with **+1,6% OR, +0,7% of CTR** on event NL
- **Manage and organize the project activation** with developpers team and graphic design and multimedia agency of a **new brand identification** on the **website** (template/reskinning of website front office), **the app gMois&Moi** and the **automatic newsletter**

### WEBMARKETING ASSISTANT

DOMINO'S PIZZA FRANCE, Gennevilliers, January 2018 - August 2018

- Leverage on **analytics tools to improve SEO**, through the creation of landing pages to attract traffic while optimising for click-through rate.
- Setting up **CRM campaigns** (emailing, SMS, ...) using Selligent: creation of two lists (3 months participation and 6 months participation) which lead to an increase of **+120.000 contacts** in the database, **+2% OR** and **+0,3% CTR** in participation.
- Animation and coordination of partnership with the football league for Domino's Ligue 2 (Facebook live, social media events and giveaway)
- Participation in the definition of the Social Media strategy and optimization of Community Management (**+77K likes** on Facebook, **+850 followers** on Instagram, **+1,1K followers** on Twitter).