



Michael Serban

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WORK EXPERIENCE

FREELANCE

OCT 2022 -> MARS 2023

WORDPRESS EXPERT

Development and maintenance of WordPress websites · Graphic design using Photoshop · Content encoding and updating via CMS · SEO optimization.

LOUIS VUITTON MALLETIER

SEPT 2022 -> OCT 2022

CUSTOMER EXPERIENCE CONSULTANT

Ensuring the best customer experience across all Louis Vuitton websites by managing content via CMS (AEM) · Handling incidents through ticketing system (Jira) · Supporting communication via Outlook.

DAYTONA MOTORS SCS

SEPT 2020 -> JUIN 2022

WEBMASTER & E-COMMERCE OFFICER

Development and maintenance of the company website via CMS · Integration and updating of content via CMS · SEO optimization · Graphic design using Photoshop and Canva · Management of PrestaShop store and sales · Updating and creating inventory via Excel · Training the team on the use of WordPress · Managing online presence via Google My Business · Tracking traffic via Google Analytics.

TRANSFORMA BXL

AOUT 2019 -> JUIN 2020

WEB CONTENT EDITOR

Development and maintenance of the website via CMS · Content encoding and updating via CMS · Creation of landing pages · Participation in external and internal communication · SEO optimization using Semrush · Creation of visuals using Photoshop.

INTERNSHIP

TRANSFORMA BXL

MARS 2018 - JUIN 2018

MAKEMEWEB

AVRIL 2017 - JUIN 2017

SOFT SKILLS

- AUTONOMOUS
- ORGANIZED
- PROACTIVE
- TEAM PLAYER

ACADEMIC

2016 - 2019

2015

WEB CONTENT EDITOR INTERNSHIP

Development and maintenance of the company website via CMS
• Updating content via CMS • Participation in external and internal communication • Management of company's social media platforms (Facebook, Twitter).

WEB DEVELOPER INTERNSHIP

Development and maintenance of websites using Drupal • Encoding and updating content via CMS (Drupal) • Writing technical documentation • Bug tracking.

TECHNICAL SKILLS

WEB

Languages : HTML & CSS, Bootstrap.
Optimization : SEO, Semrush.
Digital Marketing : Google Analytics, Google My Business
Adobe Suite : Photoshop, Dreamweaver.
CMS : Wordpress, Drupal, Prestashop, Adobe Experience Manager.
Other : FileZilla, knowledge in setting up/configuring a website and its maintenance.

SOFTWARE

- OS : Windows 10/11, macOS.
- Microsoft Office Suite : Word, Excel, PowerPoint, Outlook, Teams.
- Ticket and project follow-up software : Jira.
- Versioning software : GitLab, GitHub.

LANGUAGE SKILLS

LANGUES

English : Very good
French : Mother tongue
Dutch : Basic knowledge
Romanian : Very good

BACHELOR'S DEGREE IN MULTIMEDIA

Haute École ISFSC

HIGH SCHOOL DIPLOMA

CESE Ernest Richard



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<https://michaelserban.github.io/home/>