



Michael Serban

Digital & Web specialist

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WORK EXPERIENCE

PROXIMUS

JUNE 2023 -> ACTUAL

WEB PUBLISHER

Management of company intranets via SharePoint · Management of web publishing, including creation, editing and updating online content · Management and review of technical documentation dutch/-french · Management of media files and recordings · Production and management of digital training materials · Newsletters management

FREELANCE

OCT 2022 -> MARCH 2023

WORDPRESS EXPERT

Management and maintenance of multiple WordPress websites · Graphic creation using Photoshop · Content integration and update via CMS · SEO optimization.

LOUIS VUITTON

SEPT 2022 -> OCT 2022

CUSTOMER EXPERIENCE CONSULTANT

UX and UI optimization of Louis Vuitton websites via CMS (AEM) · Handling incidents through ticketing system via Jira · Daily updates of Louis Vuitton website content via CMS

DAYTONA MOTORS

SEPT 2020 -> JUNE 2022

WEBMASTER & E-COMMERCE OFFICER

Development and maintenance of the company website via CMS · Integration and update of content via CMS · Graphic design using Photoshop · Monitoring PrestaShop store and sales · Managing online presence via Google My Business · Tracking traffic via Google Analytics.

TRANSFORMA BXL

AUGUST 2019 -> JUNE 2020

WEB CONTENT EDITOR

Management and maintenance of the website via CMS · Content integration and update via CMS · Creation of landing pages · Support of external and internal digital communication · SEO optimization using Semrush · Creation of visuals using Photoshop.

INTERNSHIPS

TRANSFORMA BXL

MARS 2018 - JUIN 2018

MAKEMEWEB

AVRIL 2017 - JUIN 2017

WEB CONTENT EDITOR INTERNSHIP

Management and maintenance of the company's website via CMS · Updating of content via CMS · Management of the company's social networks (Facebook, twitter)

INTERNSHIP WEB DEV DRUPAL

Management and maintenance of Drupal websites · Content updates via Drupal · Writing of user manuals · Bug tracking · Newsletters management via MailChimp

SOFT SKILLS

- AUTONOMOUS
- ORGANIZED
- PROACTIVE
- SOCIAL

TECHNICAL SKILLS

WEB

- Languages : HTML & CSS.
- Knowledge of UI/UX best practices
- Optimization : SEO, Semrush.
- Digital marketing : Google Analytics, Google My Business
- Suite Adobe : Photoshop
- CMS : Wordpress, Prestashop, Adobe Experience Manager, Drupal
- AI tools : Copilot, Chatgpt
- Collaborative tools : Jira, GitHub, GitLab, Sharepoint, Confluence

IT

- OS : Windows 10/11, macOS.
- Very good knowledge of Microsoft Office 365
- Other tools : Power automate, Outlook, Teams

LANGUAGE SKILLS

LANGUAGES

- English : Very good
- French : Mother tongue
- Dutch : Intermediate
- Romanian : Very good

FORMATION

2016 - 2019

BACHELOR'S DEGREE IN DIGITAL MEDIA MANAGEMENT

Haute École ISFSC

2015

HIGH SCHOOL DIPLOMA

CESE Ernest Richard

Find me online



<https://www.linkedin.com/in/michael-serban-6b8870150/>



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