Michael Serban

 1040 Etterbeek
Bruxelles, Belgique

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 0456 59 38 47

WORK EXPERIENCE

PROXIMUS

JUIN 2023 -> ACTUEL

WEB PUBLISHER

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

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

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

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 · Monitoring of PrestaShop store and sales · Updating and creating inventory via Excel · 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.

INTERNSHIPS

TRANSFORMA BXL
MARS 2018 - JUIN 2018

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

MAKEMEWEB
AVRIL 2017 - JUIN 2017

INTERNSHIP WEB DEVELOPER
Development and maintenance of Drupal websites · Content updates via CMS · Writing of user manuals · Bug tracking.

SOFT SKILLS

- AUTONOMOUS
- ORGANIZED
- PROACTIVE
- SOCIAL

TECHNICAL SKILLS

WEB

- Languages : HTML & CSS.
- Optimization : SEO, Semrush.
- Digital marketing : Google Analytics, Google My Business
- Suite Adobe : Photoshop
- CMS : Wordpress, Prestashop, Adobe Experience Manager.
- Other : FileZilla

IT

- OS : Windows 10/11, macOS.
- Very good knowledge of Microsoft Office 365
- Ticket tracking software : Jira.
- Versioning software : GitLab, GitHub.
- Other : Sharepoint

LANGUAGE SKILLS

LANGUAGES

- English: Very good
- French: Mother tongue
- Dutch: Basic knowledge
- 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/