

WORK EXPERIENCE

Études

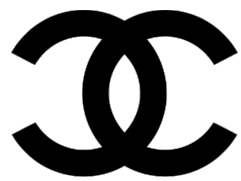
Etudes-studio, Paris

09/2018 - 11/2018

Digital Product Manager (freelance)

Context : Etudes-Studio wants to enhance its digital presence by empowering his e-commerce platform

- Perform a global audit of its current e-commerce platform
- Work closely with the creative and management team on defining the product strategy
- Set an ambitious roadmap and transform it into manageable product backlog



Chanel, Paris

09/2017 - 07/2018

Digital Product Manager (freelance)

Context : Chanel wants to launch its largest digital project to date, a unified e-commerce platform.

- Gain understanding of customers, fill product gaps, generate new ideas that improve user experience
- Define the roadmap by writing EPICS that can be translated into User Story
- Animate and organize SCRUM rituals with the development team
- Maintain a prioritized backlog of user stories, features and defects
- Follow-up planning, delivery and implementation of new product pack-shots



Crédit Agricole, Paris

01/2017 - 07/2017

Mobile Product Manager (freelance)

Context : CA wants to enhance its mobile app experience « Ma Banque » (5.5 million users)

- Be responsible for the product vision and roadmap for the new app version
- Work closely with technical, fraud and legal team to validate all user experience scenario
- Animate a team of QA and BA analysts, collaborate with an external agency



Louis Vuitton Malletier, Paris

05/2014 - 12/2016

Mobile Project Manager (consulting)

Context : Within Louis Vuitton digital team, develop and follow-up mobile app project

- Gather business requirement, development and implementation life cycle, testing until app deployment
- Run testing roll-out phase with worldwide team to monitor quality standard
- Improve mobile app KPIs diffusion with the development of a dataviz tools
- Manage a mobile app project to visit Asnières gallery museum (LV Maison de famille)



Mobile Tech People, Paris

07/2013 - 12/2016

Project Manager (CDI)

- Perform project management for mobile app project
- Develop partnership with actors of the mobile ecosystem (Apple, Samsung, Google)
- Prepare and attend events to promote mobile technology



Ogilvy & Mather, Paris

09/2010 - 06/2013

IT Project Manager (CDI)

- Implement Mac & iOS management solution (Casper Suite)
- Contribute in the set up of the Ogilvy Digital Lab
- Awarded for a mobile/web project (Ford Key free)



Apple Computers, Ireland (Cork)

09/2008 - 08/2010

Senior iOS & Mac advisor (long-term contract)

- Worked as a team to give «best-in-class» technical support on Apple products
- Trained junior advisor on technology & CSAT achievement

EDUCATION

University of South Wales, UK (Cardiff)

BA (Hons) International Business. Grade : 2.2
Major Entrepreneurship - Minor Business ethics

CERTIFICATION & AWARDS

- **PSM1 Scrum Master** 2015
- **Shortlist Cannes Lions** Ford Key Free Login 2012
- **Apple Certified iOS Trainer** Apple Inc 2010

SKILLS

- **Methodology** Agile (SCRUM), Lean Startup, AARRR
- **Prototyping** Sketch, Axure, Photoshop, Keynote
- **Metrics** Google Analytics, Buffer, Tableau

LANGUAGES

- **French** Mother tongue
- **English** Fluent
- **German** Basic