



Thomas Petitjean

Freelance Web Consultant



16th April 1993

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Profile

Passionate about E-commerce, Web Performance Optimisation, Search Engine Optimisation and User Experience, I am always looking for ways to improve online business performance.

Experience

Web Consultant / Strategic Planner - Freelance

2013 - 2016

Specialisation in e-commerce and e-business. I formulate web marketing strategies, draft and implement CRO and SEO recommendations, write performance reports, carry out semantic analyses and make front-end optimisations.

Web & SEO Project Manager - Altima

Jan 2015 - Dec 2015

Management of e-commerce/e-business projects. I led UX workshops, drafted project requirements, made front-end recommendations, formulated SEO strategies.

Trainee Web & SEO Project Manager - Altima

Jul 2014 - Jan 2015

Management of e-commerce/e-business projects. I drafted and implemented SEO recommendations and carried out traffic analyses (traffic trends, acquisition channels, conversion insights).

Front-End Developer - Adveris

Jun - Aug 2013

I developed e-commerce and corporate websites (HTML, CSS and JS development), implemented technical SEO recommendations and made basic backend modifications (PHP & MySQL).

Education

Master of Digital Media - Centre for Digital Media (Vancouver, CA)

2016-2018

BSc, Management - The University of Nottingham (Nottingham, UK)

2011 - 2014

I studied strategic management, marketing strategy, human resource management, consumer behaviour and Spanish.

French Baccalaureate - Ecole Jeannine Manuel (Paris, France)

2011

Maths : 19/20, English : 17/20, Spanish : 16/20, Economics : 12/20

Achievements & Diplomas

- ★ Nottingham Advantage Award
- ★ Nottingham Student Venture Challenge (group work - winner of the competition)
- ★ Employer Programme
- ★ Dele B2 (Spanish diploma)
- ★ Cambridge IGCSE
- ★ Co-Founder / CTO of Nottingham University's Marketing, Advertising & Design Society

Proficiency

FRONT-END

- ★ Bash, NPM
- ★ JS / ReactJS
- ★ Git / Github
- ★ Continuous development
- ★ HTML5
- ★ CSS3
- ★ BEM

MANAGEMENT

- ★ Agile
- ★ Merlin
- ★ Scrum
- ★ MS Project

Extracurricular activities

- ★ Sailing instructor at Les Glénans
- ★ Avid road cyclist
- ★ Globetrotter