



# Thomas Petitjean

Faculty and SEO at  
Simon Fraser University



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## Profile

I am an SEO specialist and a full-time faculty at Simon Fraser University. I currently teach agile and project management, and assist institutions and e-merchants in Canada and the United States with their SEO strategy.

## Experience

### Faculty and SEO, Simon Fraser University

Aug 2017 - Present

Teaching agile project management (including scrum and kanban) and developing the school's online visibility and digital performance (content production, search engine optimization, conversion tracking and optimization, paid advertising).

### SEO Consultant, Konversion

Jun 2018 - September 2018

Content optimizations and technical SEO recommendations for Call It Spring / Aldo Shoes (CA & US), as part of their new website redesign. Scope: SEO tree, keyword research, redirection plan, technical audit, qa, developer relationship, dashboard creation.

### Digital Consultant, Université Laval

Aug 2017 - Mar 2018

SEO & front-end development work for Arthritis Research Canada & Université Laval (Québec). Conducted user interviews, led design sprints, and developed front-end interfaces while respecting the latest SEO best practices.

### SEO Specialist - Altima

Jul 2014 - Dec 2015

Management of e-commerce / e-business projects for altima's key accounts (ING Direct, Club Med, YSL, Lancôme, Petit Bateau) Responsibilities include: project kick-off, front-end architecture, design/UX workshops facilitation, coordination of design, SEO & dev teams, technical specifications, budget monitoring, quality control, delivery.

## Education

### Master of Digital Media, Simon Fraser University (Vancouver, CA)

2016 - 2017

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

2011 - 2014

## Proficiency

### SEO

- ★ Search Console
- ★ Google PageSpeed
- ★ Google Analytics
- ★ Screaming Frog
- ★ KWFinder
- ★ SERPChecker
- ★ GetStat

### FRONT-END

- ★ Git / Github
- ★ HTML5
- ★ CSS3
- ★ JS (jQuery)
- ★ Command line