



Thomas Petitjean

Faculty and SEO at
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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 & 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