



PONTANIER Guillaume

DIGITAL PROJECT MANAGER

SKILLS

- **Project Management**
Organization, management, relational, planning, budgeting
Writing functional and technical specifications
Creation and presentation of support materials
Adaptability and flexibility (agile methods including SCRUM)
Tools : Jira, Notion, GanttProject, Trello, Miro, Zapier, Confluence, Microsoft Office
- **Web Development**
HTML5, CSS3, WordPress, JS, jQuery, PHP7, Python
WordPress, Webflow, Drupal, Shopify, PrestaShop, Framer
- **Data Analysis**
Statistical analysis, trend prediction, data cleaning
Data mining, interpretation and visualization
Tools : Excel, GA4, GTM, GSC, Looker Studio, Python
- **Marketing & Web Marketing**
Communication strategy and social media
Persona, SWOT, SEO (On/Off-site), SEA (GAds), SMO, SMA
- **Customer Relations**
Negotiation, client satisfaction, CRM management (HubSpot)
- **UX/UI Design**
Wireframes, site map, flowchart, user scenarios
Website and mobile app design (Figma, XD)
Pedagogical engineering and user journey mapping
- **Languages**
🇬🇧 English C1 🇩🇪 German A2

CONTACT



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Driving License
Category B

EXPERIENCE

SINCE OCT. 2024

Reserve Brigadier

🇫🇷 Gendarmerie Nationale

SEPT. 2021 - SEPT. 2024

Digital Project Manager (Work-Study program)

🌐 Global Institute for Law & Innovation

Development and administration of two 100% online university diplomas LegalTech & Law Innovations and Scientific Data Management for the University of Montpellier.

- Coordination of a team of 5 collaborators
- Management of project timelines and technical specifications
- Development of e-learning platforms on WordPress/LifterLMS
- Agile project management methods and process automation
- Digital strategies and pedagogical engineering

APR. 2021 - SEPT. 2021

Web Developer CMS/LMS (Intern)

🌐 Global Institute for Law & Innovation

- Development of WordPress pages for the institute's website
- Development of internal e-learning platforms for students across different programs
- Social media account management, editorial calendar creation, content writing and visual design

MAY 2020 - SEPT. 2020

Community Manager (Intern)

🌐 Global Institute for Law & Innovation (formerly EVOL+)

- Contribution to the development of a French e-learning institute : Global Institute for Law & Innovation
- Social media account management, content and visuals

JULY 2019 - SEPT. 2019

Seasonal Crew Member

🍟 McDonald's France

EDUCATION

SEPT. 2022 - SEPT. 2024

Master's Degree - Digital Strategy Expertise

DC Digital Campus Montpellier

- Specialization in Digital Marketing and Data Management

SEPT. 2019 - JULY 2022

Bachelor's Degree - Digital Project Management

DC Digital Campus Montpellier

- Web Marketing Specialization

SEPT. 2018 - JULY 2019

Law - First Year License

🎓 Faculty of Law and Political Science, Montpellier

SEPT. 2017 - JULY 2018

A levels of Science

🎓 Victor Hugo High School, Besançon

- Engineering Sciences track
- Specialization in Mathematics
- European section