

JEAN-PIERRE MARTIN

Digital Project Manager

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LinkedIn: [linkedin.com/in/jpmartin](https://www.linkedin.com/in/jpmartin) | Born March 15, 1990 (35 years old)

PROFILE

Digital project manager with 10 years of experience in web and mobile project management. Passionate about technological innovation and corporate digital transformation. Recognized for leadership, analytical skills, and ability to unite teams around common goals.

PROFESSIONAL EXPERIENCE

January 2021 – Present

Senior Digital Project Manager | Groupe Lumina – Paris

Led digital transformation projects (budget €500K+). Coordinated teams of 15 (developers, designers, data analysts). Implemented Agile/Scrum methodologies. Increased e-commerce conversion rate by 35%.

March 2018 – December 2020

Web Project Manager | Agence Créative DigiWave – Lyon

Managed 20+ web projects for major clients (L'Oréal, Danone, BNP Paribas). Supervised UX/UI redesign of high-traffic websites. Introduced A/B testing, improving user engagement by 28%.

September 2015 – February 2018

Assistant Project Manager | StartUp Connect – Bordeaux

Assisted in managing mobile projects (iOS/Android). Drafted specifications and functional requirements. Tracked project timelines and coordinated with external contractors.

EDUCATION

Period	Degree	Institution & Details
2013 – 2015	Master's in Digital Management & Innovation <i>With Highest Honours</i>	HEC Paris <i>Thesis: "Digital Transformation of French SMEs"</i>
2010 – 2013	Bachelor's in Economics & Management	Université Paris-Dauphine <i>Specialization in Information Systems & Management</i>
2010	Baccalauréat ES (Economics & Social Sciences) <i>With Honours</i>	Lycée Louis-le-Grand – Paris

SKILLS

Project Management	Agile, Scrum, Kanban, MS Project, Jira, Trello, Notion
Digital Tools	Google Analytics, SEMrush, Figma, Adobe XD, Miro

Development	HTML/CSS, JavaScript (basics), SQL, WordPress, Shopify
Languages	French (native), English (C1 – fluent), Spanish (B2)
Soft Skills	Leadership, Communication, Problem-solving, Creativity

INTERESTS

Running (Paris Half-Marathon 2024) • Urban photography • Tech & AI news • Volunteering: computer classes for seniors