

Personal details

+33 6 74 17 23 24
charlotte.dhuart@gmail.com
11 rue Dumur
92110 Clichy, FRANCE

Education

Data Analytics Bootcamp
Le Wagon | Paris
Full-time - Feb-March 2024

Manager Training
5-day course in 2022

MSc in Marketing Management
EDHEC Business School | Lille
2008 - 2012

Soft skills

Empathic, trustworthy
Problem-solving, deductive spirit
Communicative, team player
Curious, flexible, data-enthusiastic

Hard skills

Google Analytics 4, Piano
Google Tag Manager
Looker Studio, Power BI, DataMa
SQL, BigQuery
Python : NumPy, Pandas, Matplotlib,
Seaborn, Plotly, Requests, Scikit-learn
Google Colab
DBT, Git
FiveTran, Zapier
AB Tasty, ContentSquare

Languages

French	Native speaker
English	★★★★★
Spanish	★★★★★

**References available
upon request**

Charlotte d'Huart

Lead Data Analyst



Career objective

Dedicated Senior Data Analyst, with 10 years of experience in web data (as PO, Web-Analyst and Team manager), newly graduated from an intensive Data Bootcamp, eager to bring my analytical skills to develop deeper insights and projects, that can drive strategic business decisions.

Work experience

Head of Digital Analytics 2021 - 2023
Groupe Pierre & Vacances - Center Parcs | Paris

Management of the Digital Analytics (webanalytics) team - 6 people

- Centralized all web data needs to define and supervise teamwork
- Managed key-projects for web data evolution : GA4 migration, Consent management, Server-side studies, CRO
- Contributed to weekly data reviews for business monitoring
- Worked with other data teams on innovative projects involving web data
- Contributed to the "Data Executive Committee" with all the data managers (CRM & business data, data engineering, webanalytics)
- Hired team members, organized workshops and trainings (GA, SQL...)

Web-Analyst & AB test specialist 2019 - 2021
Groupe Pierre & Vacances - Center Parcs | Paris

- Organized AB tests and personalizations roadmap with business teams (POs, UX, eMerchandising) on PVCP websites (2 brands, 4 main markets)
- Tracked and targeted the AB tests, analyzed results and produced recommendations, calculated annual uplifts gained with winning tests.
- Produced reportings for business monitoring and web data accessibility
- Analyzed ad-hoc business questions and promotions for decision-making, prioritization and projections

Web Project & Analytics manager 2013 - 2018
Best Western® Hotels & Resorts | Paris

- Elaborated and implemented annual action plans on Best Western France websites: managed projects with web services providers (developers, web hosts) for Leisure and Business clients:
 - CRO, website redesign
 - servers migrations and web hosting topics
 - Special offers and promotions display
 - AB tests and personnalization
- Produced and monitored weekly or monthly reportings and ad-hoc analysis
- Implemented and optimized tracking on the websites with the webanalytics and tag management tools partners
- Assisted French hotel managers for the implementation of Best Western tools or their own particular hotel websites

Hobbies & interests



ukulele



gospel choir
singing



Painting, drawing,
visiting museums
and exhibitions