

# Cyprien DECOUTY

cyprien@decouty.fr +33 (0)6 68 64 53 18

Available from July 2014, all over the world  
Full-Time position or Freelance.

## SKILLS

### Project Management

Scrum or Kanban methodology  
Use of Jira, Basecamp, Trello, Github and BugHerd across projects.  
Specifications, reviews and testing.  
Budget, Planning & Team management  
Ability to communicate with all parts of the project with their own words.

### Online Marketing

SEO (On-site, monitoring and linkbuilding).  
SEA and affiliate programs.  
Proficient with Google Analytics, A/B testing (optimizely). Learning tag management and mixpanel.  
Understanding of Inbound marketing and funnel optimization.

### Programming

Familiar with front-end development  
HTML/CSS/JS and frequent use of major CMS & e-commerce solutions.  
Had solid grasp in algorithm fundamentals while in engineering school. Basic of Java (Android SDK, Processing) and learning Go. Comfortable with Git, SSH, SQL and terminal.

### UX & UI Design

Concept & strategy : Design Thinking, Information Architecture and wireframing. At ease with Adobe CS (Photoshop, Illustrator, InDesign and After Effects). Learning Sketch 3 and Invision suite.

## SOCIAL FOOTPRINT

LinkedIn

Google Search

Google+ What I am saying >140 chars

Twitter What I am saying <140 chars

Amazon Books wishlists

Cinemur What movies I am watching

SoundCloud What I am listening to

Press Articles

I wish to join a team that brings frictionless experiences to people who need them, to make the best of their time.  
Looking for a full-time Product Manager position.

## EXPERIENCES

### Product Manager

Part-time

**Yoopies.com** Childcare platform available  
in 11 countries, leader in France

Current  
Oct 2013 - April 2014

#### Responsibilities

Product management of a symfony 2 platform with JIRA and Scrum method. I put together new features based on users desirability, business viability and technical feasibility. In charge of user acquisition through Growth hack, SEO, Adwords and Facebook Ads.

### Product Manager

Internship

**Sculpteo.com** Platform & tools to start  
creating & customizing objects with 3D Printing. CES Award 2013

4 months  
June - Oct 2013

#### Responsibilities

Project Manager for Sculpteo API and partnerships (Ebay, Orange, Autodesk...).  
Webdesign for partners. Online marketing: Analytics and SEO for user acquisition, create a promotional videos, organize events for both developers and public audience.

#### What I have learned

I learned how several 3D Printing technologies work from the inside and what parametric design is. I learn a bit of Django and JavaScript to solve internal bugs.

#### Achievements

We released new materials (silver, wax), the Orange 3D Printing store and Ebay Exact. We helped our API partners (Autodesk, iOS apps) make the best of our tools with dedicated support, demos and new documentation. On the marketing side, I created a promotional video, organized our attendance to Maker-faire and wrote a developer outreach strategy.

### Founder & Organizer Team Member

**Google Developer Group Paris**  
**Paris Android User Group** since 2009

4 years  
2009 - 2013

#### Responsibilities

Help build ecosystems around Google Technologies. Took part in the organisation of several Google events, contests and test programs. Help the creation of Paris Android UG and Tunis GTUG. Help the Developer Relations Team organized Android Developer Labs in Paris.

#### What I have learned

Thrive enthusiasm among volunteers and members to adopt new technologies. I was not a leader but the guy behind the scene that made events run smoothly.

#### Achievements

GDG Paris : 1 000 members 46 talks/codelabs organized, 3 hackathons, 2 nationwide Chrome contests, help French developer outreach expand.  
Paris Android UG : 1 500 members, 29 meetups, DroidCon Paris conference.  
Part of Trusted Testers program (closed beta previews).

### Project Manager

**Performea.ch** freelance project for a coaching firm  
based in Zurich

3 months  
2013

#### Responsibilities

Link between the client and the creative process that will build the best coaching website. Strategy and overseeing the output of the designer and frontend work.  
Be nice while remaining effective with all.

#### What I have learned

No fear of client, or of telling client facts he might need to know but is afraid to hear. Know which details matter and how to push back and say "no".

#### Achievements

Clarification at each iteration of the process is top priority to make sure everyone follow. Both client and team have a lot of fun while doing it.

# Cyprien DECOUTY

cyprien@decouty.fr +33 (0)6 68 64 53 18

## EDUCATION

**HETIC, Master** (graduating on Sept 14')  
Hautes Études des Technologies de l'Information et de la Communication.  
Master "Expert en Ingénierie et Management de la Communication Numérique".  
Master to work across disciplines (strategy, interaction design, code, webmarketing, entrepreneurship) and the intersections between them. Rank 7th of 101 students.

### School Projects

EscapeFlight Android App UI & UX  
CHARLIE -Le Film Short film made in 10 days from scratch. Cameraman assistant.  
Transporteur-de-paris.fr UX, SEO  
Data'gram Search Engine for local amateurs photos. 1st Instagram API Hackathon.  
Google Online Marketing Challenge 2013

## INTERESTS

### Reading

3D Printing & Hardware revolution  
Service Design Thinking  
Data visualization

### Basketball

15 years of practice, university coach.  
Brought me competitive and team spirit

### Sailling

42th Course Croisière Edhec regatta

### Digital Art Culture

Movies, TV shows  
FWA, Awwwards avid reader  
Datavizualisation  
Typesetting and macrotypography  
Processing, Gephi

## Online Marketer

Internship

**Wimdu** Berlin based, AirBnB competitor with  
90M€ funding from Rocket Internet

3 months  
2012

### Responsibilities

Help identify key indicators that really matter, analyse and optimise them and revise if needed. Bring new ideas, process and tools to improve traffic acquisition strategy. Give 3 trainings (Excel plugins, SeoMoz API and Google Analytics).

### What I have learned

Pragmatism and delivery focus in a big and international team (40 people, 15 countries). The need to exceed expectations. Research ability, Linkbuilding, A/B Testing and large-scale Search Engine Marketing campaign.

### Achievements

Help set up search rankings and logs monitoring, cross-reference Google Analytics and internal data. Help German team to recover a Panda update.  
#6 on "location d'appartement" #9 on "appartement" #2 on "Couchsurfing Paris". +31% top 10 keywords (~300).

## Data Analyst

Internship

**MFG Labs** Lab founded by Fields Medal

Pierre-Louis Lions to maintain interactions between  
mathematics and data driven applications

3 months  
2011

### Responsibilities

With the supervision of Benoit Vidal, Henri Verdier and a Data Scientist, we built two Proof-Of-Concepts : WhereDoesMyTweetGo (spread analysis of tweets) and a mapping of all photos taken by BRIC tourists in France based on metadata (preview).

### What I have learned

Datavizualisation. Social Design and data driven applications. The design of products that 1)helps people build relationships with one another and 2)understand each other's opinions is likely to see fantastic engagement. e.g Cinemur, WhereDoesMyTweetGo.

### Achievements

Help acquiring, parsing and refining data (API, Google Fusion Tables). I have facilitated many sketching, brainstorming and collecting the best ideas during POC development. WDMTG.com is now featured on Wired.

## Data Analyst

Internship

**Allmyapps** Windows App Store helping 3,5 millions  
users discover, install and update software in a secure  
and hassle-free way (1-click install)

3 months  
2010

### Responsibilities

"Metrics guy" Measure key indicators via Google Analytics and analyse them into dashboards for actionable actions. Audit and recommendation on other acquisition channels.

### What I have learned

Wearing many hats in a fast-paced environment. Having a passion for the problems I solve is paramount.

### Achievements

Help get press coverage, traction among tech users. Define conversion metrics (Acquisition, Activation, Retention & Conversion) for rapid growth (30K to 2M users in 2years).

## Waiter Chef de rang

**Sanchez Artisan Glacier** "Meilleur Ouvrier de France"

Famous ice-cream maker in France with 120 flavors  
and a 150 ft line all day

3 summers  
2006-2008

### Responsibilities

Serve hundreds of hungry clients hourly and have fun doing it. Have empathy.  
Be concise but polite even when customer is not.

### What I have learned

Empathy, relationship & listening skills. Always take the blame. Serve thousands of customers is not that easy during hot holidays.

### Achievements

Convert international customers into loyal customers and appetite into addiction. Meet and serve more than 100 000 tourists. Increase service and sales by 2 after 3 years.

Thank you for reading,  
cyprien@decouty.fr or +33 (0)6 68 64 53 18