PIELEA Dimitri – Digital Analyst

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With two years' experience in web data analysis, as well as technical skills in SQL and Python, I'd like to continue my career in a more international and creative environment.

PROFESSIONAL EXPERIENCES

Digital Analyst – PARIS **–** September 2022 to August 2024

- Enhancing the user experience for 10 million daily users and conversion rate through in-depth data analysis and heatmaps
- Optimized from 46% to 60% key business pages with AB testing. Over 100 tests with a 40% success rate
- Created for each project manager personalized reporting to help them make data-driven decisions
- Extracted multiples tables through BigQuerry for specific reporting
- In charge of designing and executing comprehensive tagging plans, detailing the information we aimed to collect and their format
- Reviewed multiples implementations from developers to make sure we received the correct data
- Created the whole PMU sport website and app tagging system with an external dev team with GTM

SEO/SEA Account Manager **–** MONTREAL **–** January 2022 to August 2022

- Analysis of Search Engine Ads and Meta Ads performance to make data driven decisions
- Analysis of keywords strategies to write Search Engine Optimized articles for 12 clients
- In charge of backlinks, contacting web masters and negotiating deals
- Writing of reporting about marketing performance for clients each months
- Creating Meta Ads and SEA ads for clients

Freelance – PARIS – August 2021 to Today

- Creating with photoshop contents for Instagram and Facebook format
- Updated more than 300 items for a glasses catalogue with InDesign
- With Premiere created a video to present client's advantages in story format
- Designed a logo for legal reasons for a client with illustrator

Other experiences **–** FRANCE **–** 2019 to 2021

- Seller at a bakery for 2 years
- Community manager for a public personality
- Cashier at a supermarket during covid

EDUCATION

EMLV School of Management, Paris – September 2018 to August 2024
- 7th in the EDUNIVERSAL 2024 rankings for Data Analytics Masters
- Work-study Masters - Data Analytics & Digital Marketing

British Columbia Institute of Technology, Canada – academic exchange – September 2021 to January 2022
- Courses taken : Sales strategies, Advanced Excel, Business strategies, Marketing analysis

SKILLS

Languages:
- Python, SQL, HTML & CSS and JavaScript
- French (native) and English (C1)
Certifications:
- SEA Certification from Google
- Google Analytics from Google
- Motorcycle & driving licenses

TOOLS

- Looker Studio, Tableau, Power Bi
- Excel (TOSA certified)
- Piano Analytics, Google 360 Analytics, GA4
- Python Pandas, Seaborn
- Google BigQuerry
- Kaameleon AB testing, Google Optimize
- Contentsquare