

Agathe L'Hermet

Digital Project Manager

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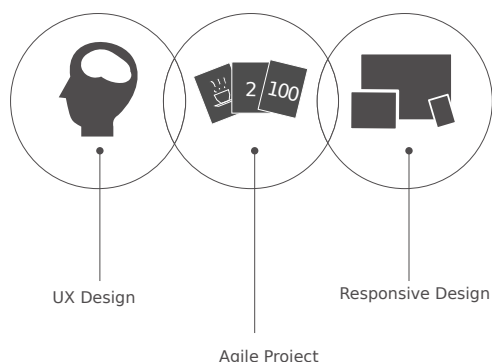
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EDUCATION

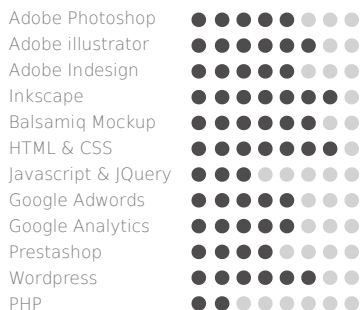


MY SPECIALITIES



DESIGN & WEB SKILLS

Computer



Knowledge

Grid & Layout.
Image editing.
Web usability.
A/B Testing
SEO, SEM.
Display Marketing
Lean Start Up

EXPERIENCE



Web Marketer / Web designer
Missions from October 2010 - Current
Web design (static, wordpress, prestashop)
Digital marketing : SEO, SEM, Websites content management
Translation (english or spanish to french)



Digital project manager
From August 2013 to July 2015 - Paris
Project Management: Redesign of www.ingdirect.fr (Responsive, Nodejs)
Responsible for the Ninja Project : UX , Conversion, A/B testings
Responsible for front development process and planning (mobile, web)



Mobile and Web Marketing Manager
From October 2012 to March 2013 - Paris
Mobile project management : campaign machine (drupal), mobile site
Marketing campaigns : A/B testings, banners, traffic
Browser pattern and UX optimisations based on statistical analysis



Digital Producer Special Operations
From December 2011 to June 2012 - Paris
Functional, creative and technical advice to customers
Project management : videos, websites, branded players, contests
Campaign reportings and analysis



Online Marketing Project Manager
From February 2011 to August 2011 - Paris
Web and mobile project management : display campaigns, website
Mobile traffic management, A/B testings (Display and SEM)
SEO, Benchmarks



Marketing and Outsourcing Project manager
From September 2009 to August 2010 - Paris
Responsible web marketing : E-mailing, website, SEO, Adwords
Mailings, marketing surveys, Fairs participation management
In charge of outsourced orders : product design, quality, and delivery

REFERENCES

Available on agathelhermet.com or LinkedIn

LANGUAGE SKILLS



HOBBIES & INTERESTS

