

Margaux Espinasse

Digital Team Lead / Project Management

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Work experience

Digital Team Lead

ctrl QS / Jan 2018 - present / Berlin, Germany

- Managed international digital activities, including website relaunches and feature releases, ensuring successful outcomes for 40+ markets.
- Built and nurtured client partnerships through strategic recommendations, milestone planning, and budget management, fostering effective collaboration.
- Collaborated with product owners in Agile methodology, prioritizing features and ensuring successful adoption, while working closely with technical partners (website, eCom, CRM)
- Managed a diverse team of +15 members, cultivating professional growth, providing feedback, and guiding successful project delivery.
- Strategically managed account budgets, resources, and project timelines, optimizing efficiency and profitability in alignment with company objectives.

Project manager 2 years and 8 months

ctrl QS / May 2015 - Jan 2018 / Berlin, Germany

- Planned and executed a range of projects, including global website roll-outs, relaunches, content migration, while managing 1st/2nd level system support and operational needs.
- Evaluated project scope, allocated resources, and coordinated tasks, ensuring seamless project execution.
- Fostered transparent client communication, translating technical details into accessible language, and cultivating strong, trust-based relationships.

Project Manager

UZFUL / Feb 2012 - Aug 2014 / Paris, France

- Managed project life cycles, from concept to execution, for Facebook apps, websites, and mobile apps.
- Acted as the primary interface between clients and multidisciplinary agency teams, ensuring seamless communication and alignment.
- Transformed marketing goals into actionable technical briefs, guiding the creative and development processes.
- Conducted comprehensive post-project analyses, utilizing qualitative and quantitative insights to drive continuous improvement.

Assistant Project Manager

Uzik / Feb 2012 - Aug 2014 / Paris, France

- Acted as the primary liaison between clients and internal teams, including graphic designers, copywriters, and developers.
- Provided technical and strategic benchmark to proactively uncover new opportunities for clients, enhancing their digital presence and market reach

Skills

Hard Skills / Project Management, Client Management, Team Leadership, Resource Planning, Product Development, Feature Releases

Soft Skills / Communication skills, Active Listening, Problem-solving mindset, Empathy, Work ethic

Softwares / Google Suite, Microsoft Office and 365 suite, Jira, Confluence, Figma, Asana, Basecamp, Sitecore, Headless CMS (Contentful), Salesforce Service Cloud & Marketing Cloud

Methodologies / Agile, SCRUM, Waterfall, Kanban

Languages / French: native – English: fluent

Education

University Paris 8 (France) - 2012

Master - Digital Communication & Project Management

University Lyon 3 (France) - 2009

Bachelor – Corporate Communication

Award

Shorty Awards - Best Tumblr of the year for [Photoshopyourdreams.com](https://photoshopyourdreams.com) (2015)

Tumblr - Most Viral Tumblr for [Photoshopyourdreams.com](https://photoshopyourdreams.com) (2015)

Interests

Videos games (Narrative Adventure, Action Adventure)
Bird-lover
Feminism & social justice
Gravel-biker