



Antoine Racon

PRODUCT · ECOMMERCE · DIGITAL MARKETING

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DIGITAL MARKETING

• CONTACT

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Sydney / Melbourne

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• TECH STACK

Platforms

Paid Media

Growth & Analytics

Tools

AI Tools

• EDUCATION

Master Digital Marketing
ECV Paris · 2020 – 2022

Bachelor Management
ISEFAC Nantes · 2015 – 2018

• LANGUAGES

English

French

✓ WORK RIGHTS

Full working rights — no
restrictions
Partner visa · Bridging visa

Results-driven eCommerce Specialist with hands-on experience managing 30+ stores across Magento 2, Shopify, and WordPress. Proven track record in product data management, campaign execution, SEO optimisation, and paid advertising across Google, Meta, TikTok, and Pinterest. Strong technical foundation as a former Product Owner at BNP Paribas, managing public-facing websites in Agile environments with a focus on QA, performance, and conversion. Experienced working autonomously in fast-paced retail to drive revenue and seamless customer experiences.

• EXPERIENCE

• eCommerce Specialist Consultant

2023 – Present

Freelance · Remote

- ▶ Owned and managed 30+ eCommerce stores across Magento 2, Shopify, and WordPress — handling BAU operations, product data, and campaign execution end-to-end
- ▶ Managed product listings, attributes, categories, pricing, images, descriptions, specs, and metadata ensuring accuracy and consistency across all platforms
- ▶ Coordinated promotional campaigns, banners, and landing pages with strict QA, on-time delivery, and brand-safe go-lives against fixed deadlines
- ▶ Designed and executed PPC campaigns across Google Ads, Meta Ads, TikTok Ads, and Pinterest Ads — optimising ROAS, conversion rates, and ROI
- ▶ Developed SEO strategies: keyword research, on-page optimisation, netlinking, and content creation for product and category pages
- ▶ Built email marketing flows (welcome, abandoned cart, browse abandonment, post-purchase upsell) with segmentation and KPI-driven optimisation
- ▶ Monitored site performance, conducted sweeps, identified UX issues, and implemented cross-sell/upsell tactics to improve AOV and conversion
- ▶ Briefed developers, QA'd fixes, coordinated with fulfilment partners, and followed issues through to resolution

• Product Owner — Public-Facing Websites

2020 – 2022

BNP Paribas · Paris, France

- ▶ Managed an Agile squad (Scrum Master, BA, Developers, Testers) and oversaw semi-annual budget for public-facing website operations
- ▶ Led QA, UAT, and release testing to ensure error-free launches across routine updates and new features
- ▶ Managed product backlog in Jira, wrote feature briefs and epics, collaborated with stakeholders to deliver against objectives
- ▶ Ensured Google compliance: Performance, Accessibility, and SEO — continuously optimising usability, navigation, and mobile performance
- ▶ Managed technical incidents, tracked production anomalies, oversaw service providers (agencies, Google)
- ▶ Drove editorial content integration, dynamic FAQ management, and continuous site